



CASE STUDY

Enhancing Retail Analytics for a recognized e-com arm of a leading brand in India

Quick Summary

The partnership between the e-commerce platform and CRG Solutions enhanced retail analytics; transformed their approach to digital commerce. This illustrates the power of advanced data analytics in the retail industry, showcasing significant gains in efficiency, customer engagement, and strategic decision-making.

About the Customer

A leading brand in the e-commerce platform with retail categories like Electronics, Luxury Items, and Apparel etc recognized the need for enhanced analytics to improve their sales strategies and supplier performance management. Collaborating with CRG Solutions, the e-commerce retail platform aimed to deploy advanced analytics dashboards to gain deeper insights into sales trends, customer behavior, and supply chain efficiencies.

Some of the broad objectives were as follows:

- **Improve Sales Visibility:** Develop a comprehensive dashboard to monitor sales performance across various product categories and track growth metrics.
- **Optimize Supplier Performance:** Implement analytics to evaluate supplier contributions to sales, identifying top performers and addressing inefficiencies.
- **Enhance Customer Experience:** Utilize detailed customer purchase data to tailor marketing strategies and improve service delivery.

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Problem Statement:

The popular e-commerce platform faced several challenges that impacted their operational and strategic goals:

- **Data Fragmentation:** Multiple data sources needed integration to provide a unified view of sales and supply chain operations.
- **Inadequate Supplier Insights:** Limited visibility into supplier performance metrics hindered effective vendor management.
- **Customer Retention Issues:** Difficulty in tracking customer loyalty and optimizing marketing campaigns to increase repeat purchases.

Solution:

CRG Solutions developed two key analytics dashboards to address these challenges:

- **Sales Summary Dashboard:** Provided a real-time overview of sales metrics, customer demographics, and purchase behaviors, with detailed performance data across different categories like Electronics, Luxury Items, and Apparel.
- **Supplier Performance Dashboard:** Offered insights into supplier effectiveness, return ratios, and campaign impacts to refine procurement strategies and promotional activities.

The implementation of solutions included following steps:

- **Advanced Data Integration:** Unified sales, customer, and supplier data into a comprehensive dashboard environment.
- **Real-Time Analytics:** Enabled real-time monitoring of key performance indicators (KPIs) to allow for timely business decisions.
- **Custom Reporting Tools:** Equipped the platform with tools to generate customized reports for different business needs, enhancing strategic flexibility.

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Post-implementation, the e-com platform observed significant improvements:

- **Enhanced Sales Tracking:** Real-time tracking of sales growth by category and improved visibility into daily sales performance.
- **Supplier Optimization:** Identification of top-performing suppliers and optimization of inventory based on supplier reliability and product return rates.
- **Improved Customer Retention:** Better understanding of customer buying patterns led to more effective loyalty programs and targeted marketing strategies.

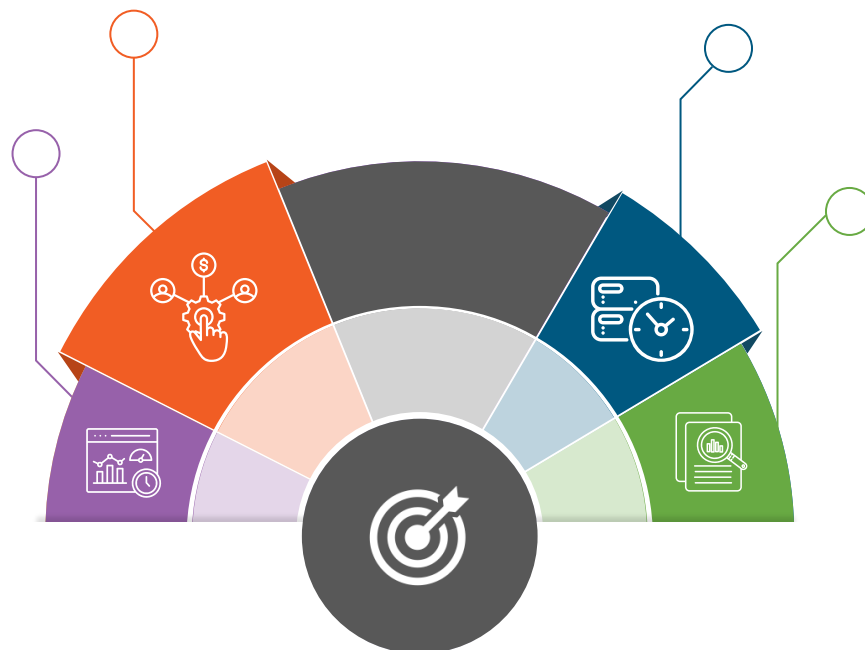
Business Benefits:

Enhanced Customer Insights:
Deeper understanding of customer preferences enabled personalized marketing and boosted satisfaction.

Data-Driven Decision Making:
Enabled faster, informed decisions, enhancing agility in business operations.

Increased Operational Efficiency:
Streamlined data processes and supplier management reduced costs and improved margins.

Improved Margins:
Optimized processes directly contributed to better financial performance.



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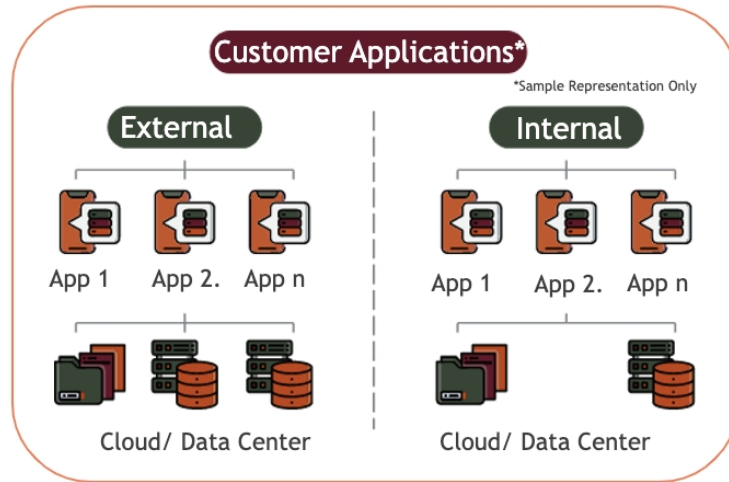
Business Excellence

About CRG solutions

We Cover

Analytics

We setup practices, tools to derive insights (customers, products, apps, teams) to enhance or optimize business effectiveness with the help of products like Tableau, Alteryx, PowerBI, Cloud and MLOPs



RPA

We automate all high volume and mundane tasks to reduce manual errors and to increase efficiency with the help of products like AA (Automation Anywhere), Yellow.ai

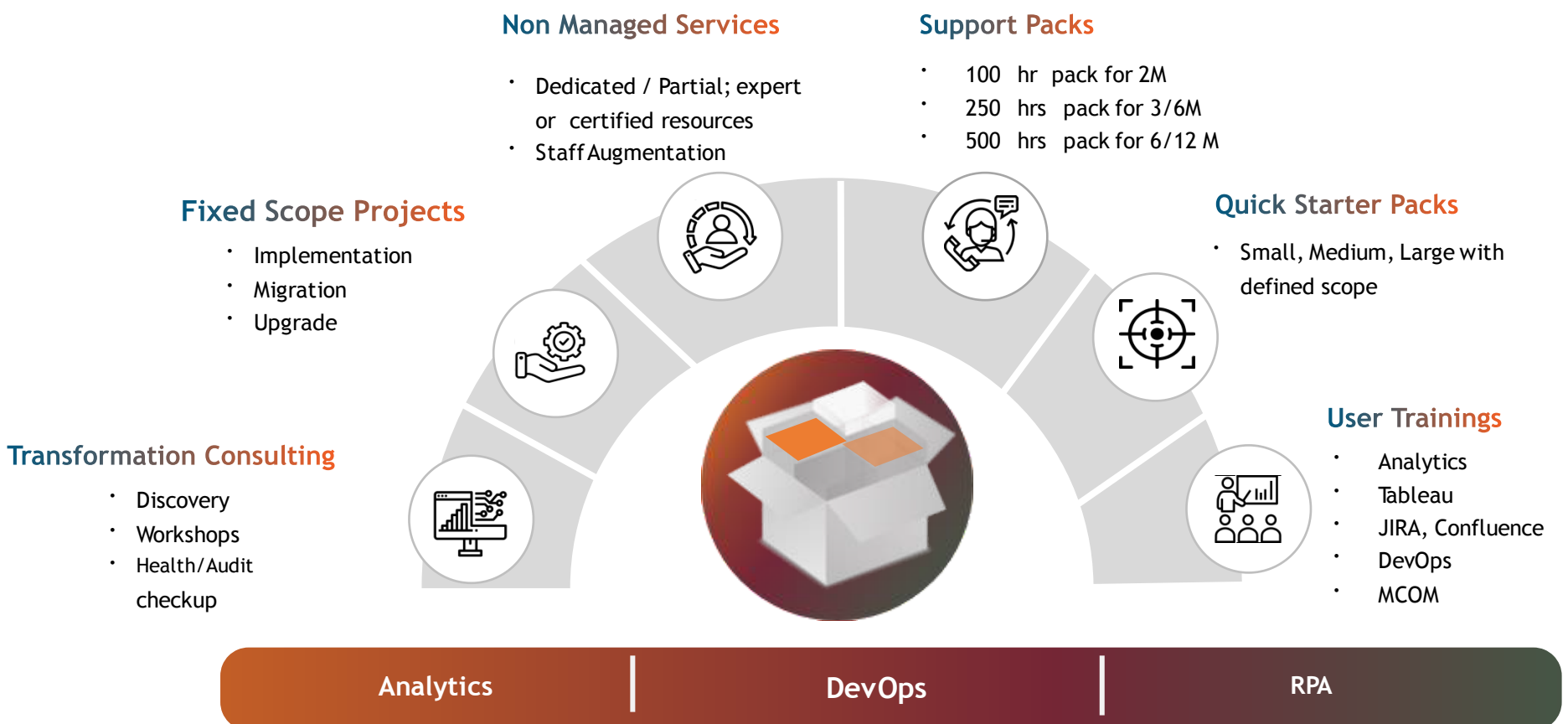


DevOps

We help streamline the application development and maintenance processes with custom project management practices and implementation of world class software tools like JIRA, Azure DevOps, Azure Cloud to improve team productivity



Services Portfolio



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