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Energizing the sales of a retail chain

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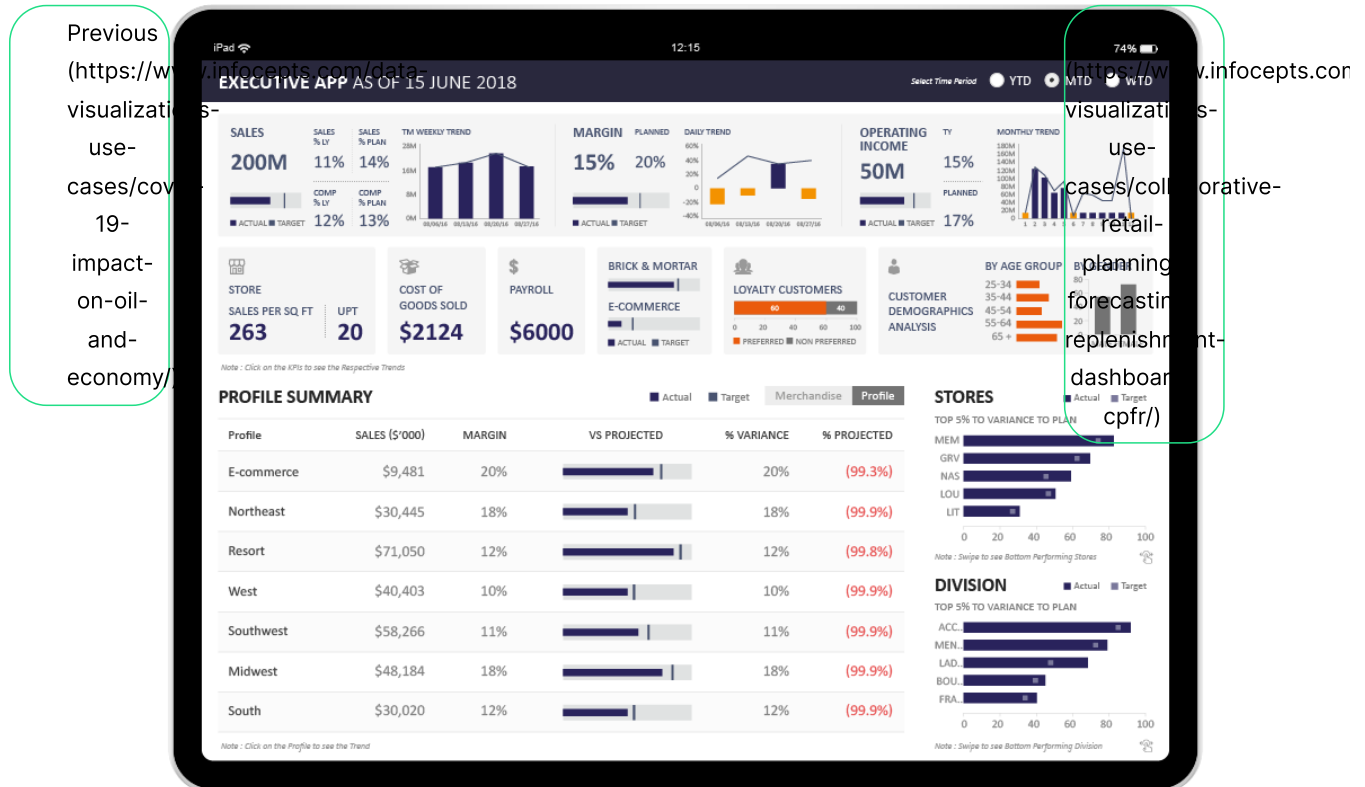
Our client is an American discount men's and women's department store spread out across many locations primarily in the Southeast states and California. Stein Mart stores carry recent trends in clothing for both men and women. Additionally, home decor, accessories, and shoes are all available at discounted prices. We developed a Store Analytics Dashboard which provides deeper sales insights enabling faster and precise business decision-making.

Technology	MicroStrategy
Industry	Retail
Platform	iPad App
Capabilities	Data Storytelling
	Design thinking

Challenges

- Excel-based data analysis led to reporting inaccuracies, causing loss of sales value
- Delayed insights-generation of operating income initially caused incorrect values
- Challenges faced while collecting accurate demographic data for analysis
- Calculation of Store level details and sales per square feet was not straight forward

Solution

Our solution enabled the following capabilities to address customer challenges :

- We provided a holistic analysis of the Actual Sales Vs Target Sales, Margin trends and Operating Income effortlessly, across Year, Month and Week, leading to increased management efficiency
- Ability to view the distribution of Sales and projections across Profile, Merchandise and Store Segments
- Ability to view the Top and Bottom performing Stores and Divisions along with the relevant analysis.

-41%

Reduced time to
insight

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-33%

Reduced maintenance
and cost efforts

+82.7%

Precision in sales and
rental margin trend

+22%

Increased customer
retention

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