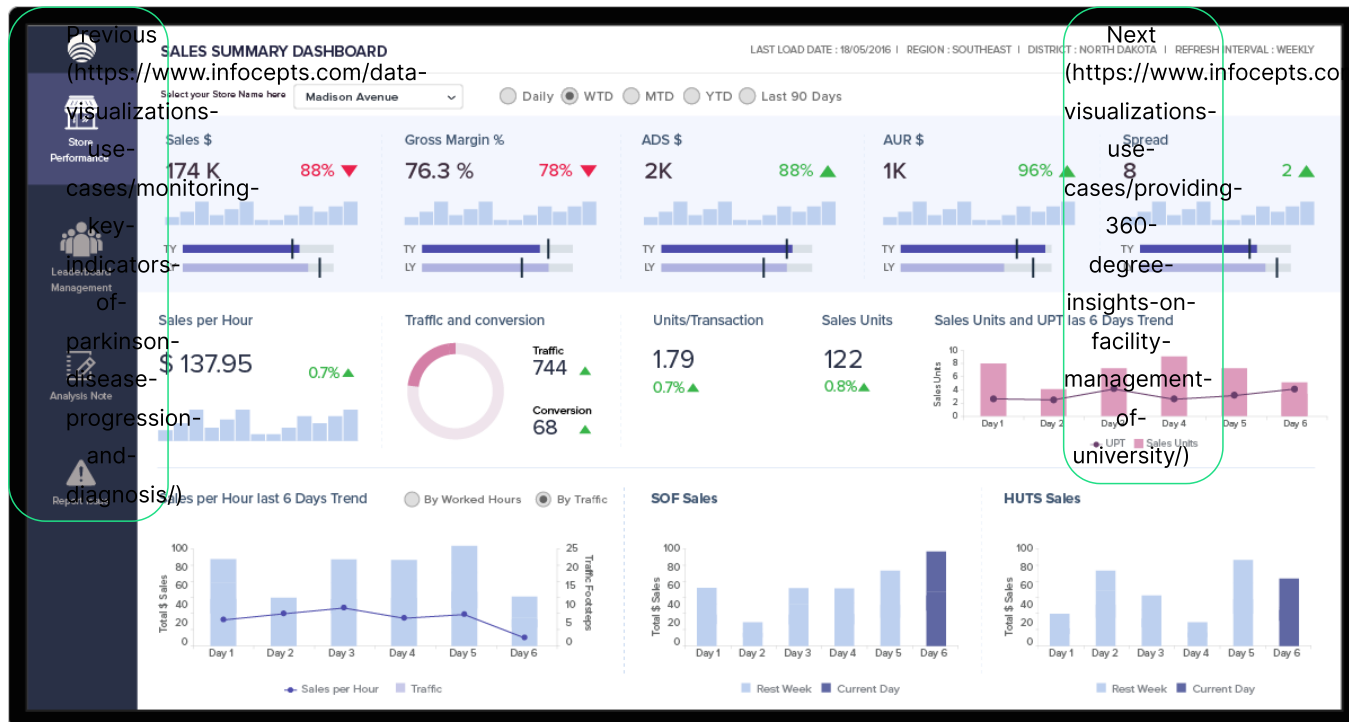


(<https://www.infocepts.com/>)

Home (<https://www.infocepts.com/Data-Visualizations-Use-Cases/>)

# Monitoring store performance operations for retailers



Our client is one the largest Specialty retailer in USA. To get continuous growth in retail Industry, Companies need to be well aware of every store performance on a daily basis. The client used to generate the store performance reports manually, which involved a lot of human efforts, time, and cost. This retail store performance dashboard provides a complete overview of sales happening in brick-and-mortar stores located in different counties of USA.

**Technology**: MicroStrategy  
**Industry**: Retail  
**Platform**: Web Dashboard  
**Capabilities**: Data Storytelling, Design Thinking

## Challenges

Major challenges faced by the client for monitoring store performance were :

- The reports were being manually generated by the Business office for each store and were being mailed to each store individually. It used to take a lot of time and effort
- As data was being stored in excel sheets, getting periodic comparisons(like last year vs. this year) for analysis was not possible
- Extracting useful insights from a huge amount of data was a tedious job

## Solution

Solution provided by InfoCepts enabled the following capabilities to address customer challenges :

- Automate the data feeds from excel sheets into Datawarehouse which acts as a source for generating reports
- Centralized application storing data for all stores and providing the correct level of data security as per user roles
- Useful insights like Traffic and Conversion, Sales trend by Traffic and by worked hours, etc. are handy for Store Managers
- Leadership Management tab of the dashboard helps senior managers in analyzing trends across stores and taking better decisions

-96.2x (https://www.infocepts.com/)

Reduced time to insight

Home (https://www.infocepts.com/data-visualizations-use-cases/)

+53%

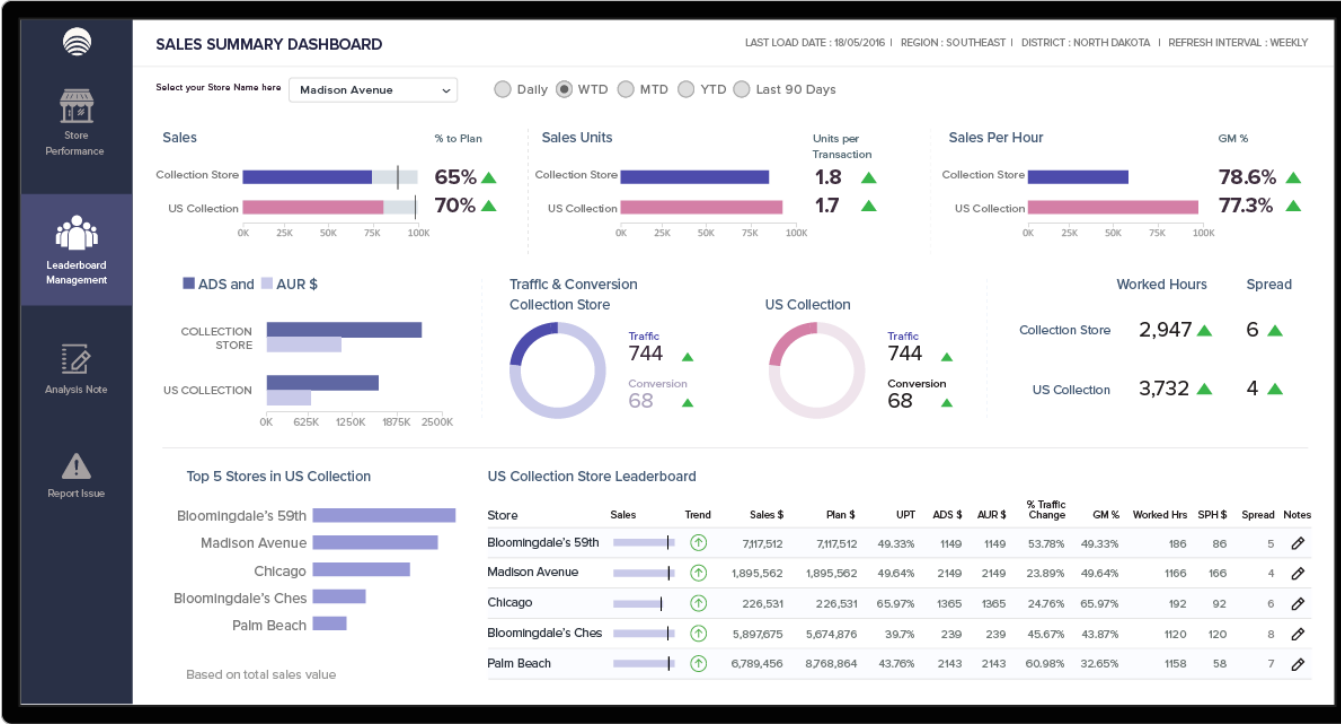
Increase in Sales

+87.7%

Increase in informed decision making

-27.3%

Error Reduction



Previous  
(https://www.infocepts.com/data-visualizations-use-cases/monitoring-key-indicators-of-parkinson-disease-progression-and-diagnosis/)

(https://www.infocepts.com/data-visualizations-use-cases)

Home (https://www.infocepts.com/data-visualizations-use-cases/)

Next  
(https://www.infocepts.com/data-visualizations-use-cases/providing-360-degree-insights-on-facility-management-of-university/)