

Service Desk for Tableau Visual Analytics

What is selling, who is buying, and why?

NPD is a leading market research firm that provides consumer shopping trends, market information, and advisory services to retailers and brands across 21 industries around the world. The world's most successful brands turn to The NPD Group to know what is selling, who is buying, and why.

The Challenge

NPD provides deep insights to its customers for strategic decision making by mining Big Data coming from millions of receipts from millions of actual consumers - yielding transaction-level detail across all retailers and restaurants, all channels, at the individual buyer level.

In order to manage the scale and provide reliable insights to its clients, NPD requires a mature partner who understands the retail domain and the information value chain from data to analytics.

Our Solution

LiquidHub employs innovative strategies, perspective, and expertise across the entire information value chain, to provide robust visual analytics which include:

- New dashboard development
- Replications of dashboards across industries
- Management and suggestion of enhancements

TRANSITION

- Understand current environment and processes
- Perform data assessment
- Transition activities, knowledge repository and documentation
- Conduct project team training and certifications

STANDARDIZE

- Non-local standardized reporting environment
- Repeatable, predictable, reliable processes
- Better collaboration

OPTIMIZE

- Support in optimizing systems for speed and analytics power
- Device agnostic, on-demand insights and modernized visualizations

RESULTS

Driving Actionable Insights

LiquidHub scaled and simplified operations for NPD, minimizing disruption and risk, accelerating transition, and empowering meaningful, decision-driving insights for their customers.



Let us transform your business.

Engage us at
www.liquidhub.com