



Retail App

Concept to delivery

Project Aim

Turning business questions into data-driven insight in a clean & consistent manner

Contents:

- Intro & Context
- Requirements Gathering
- Design & Development
- Testing & Refinement
- Rollout & Onboarding
- Outcomes & Impact
- Challenges & Learnings



Introduction & Context

Why we built the Retail App



OBJECTIVE

01

Create a single, centralised app to report on sell through, sales, stock, margin & other key business KPIs

BACKGROUND

02

Reporting was previously fragmented across spreadsheets & legacy systems making it difficult for the business to get a unified/consistent view

MY ROLE

03

Led requirements gathering, collaborated across departments, managed delivery & onboarding

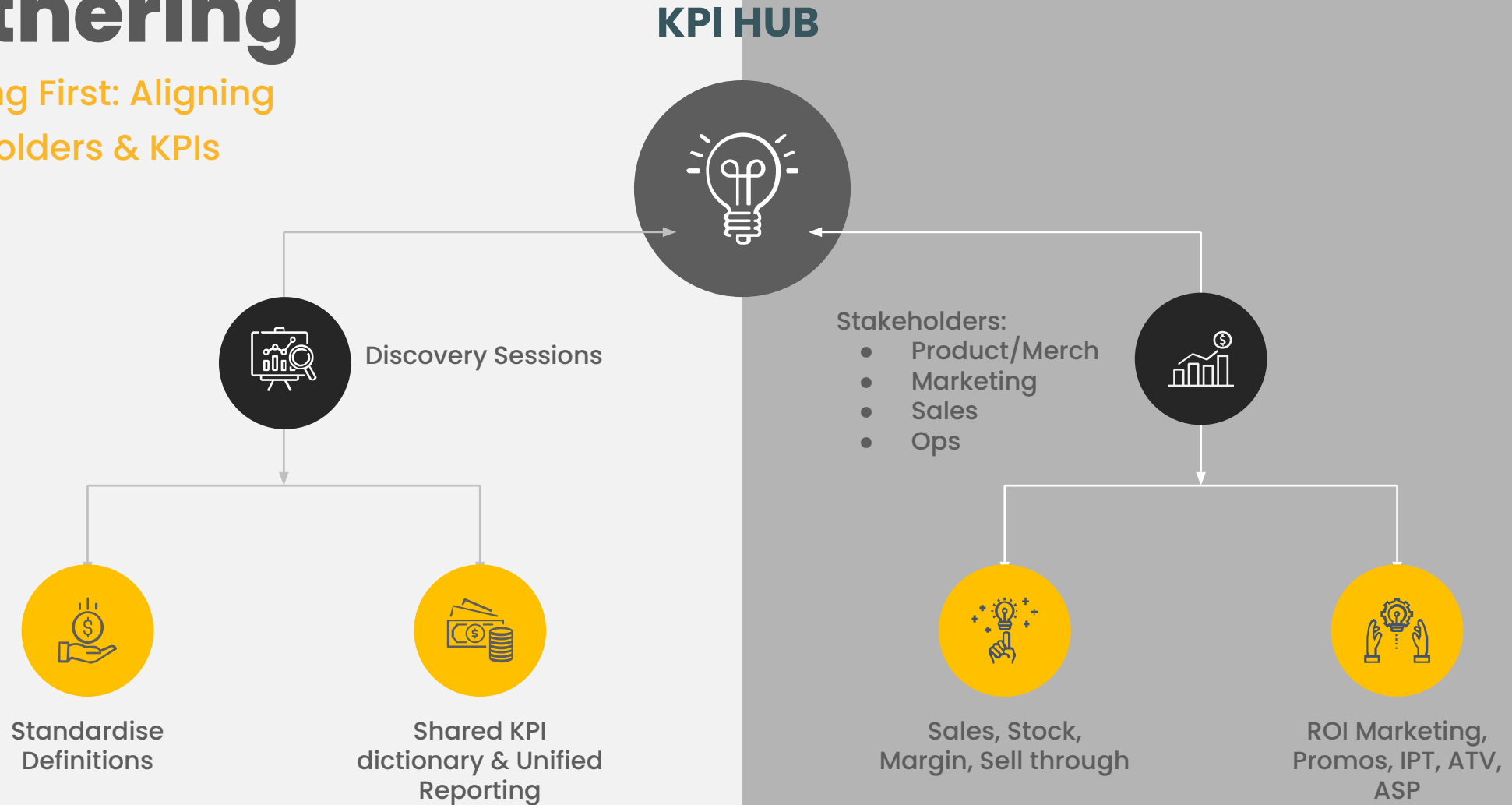
DESIRED OUTCOME

04

Accessible business trading dashboards, for one version of the truth with fast answers for business questions

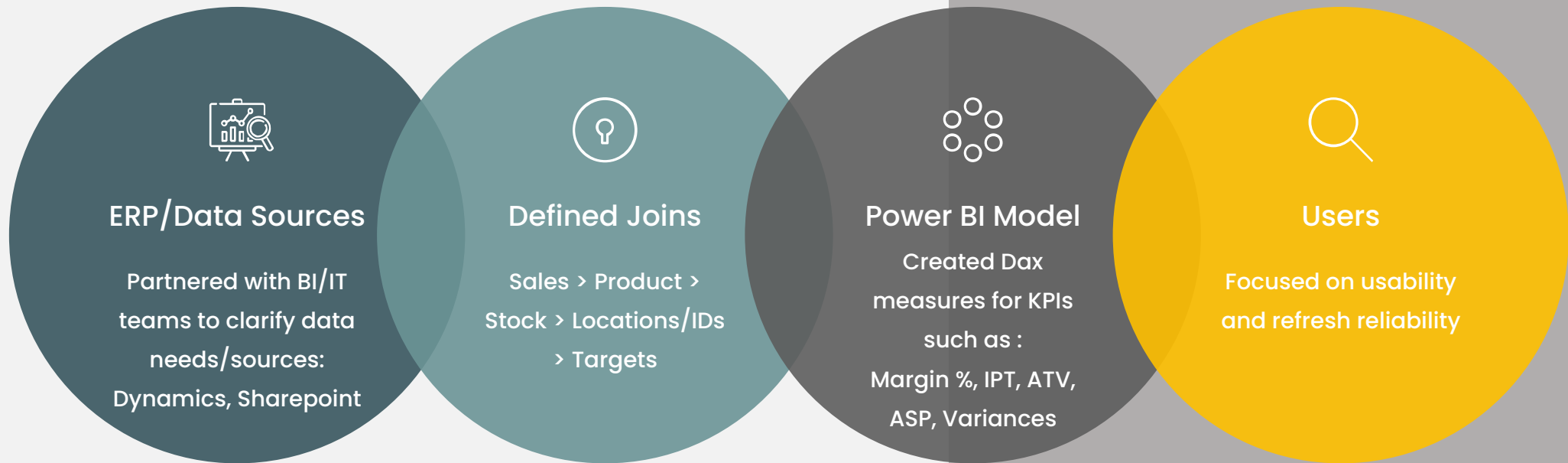
Requirements Gathering

Listening First: Aligning Stakeholders & KPIs



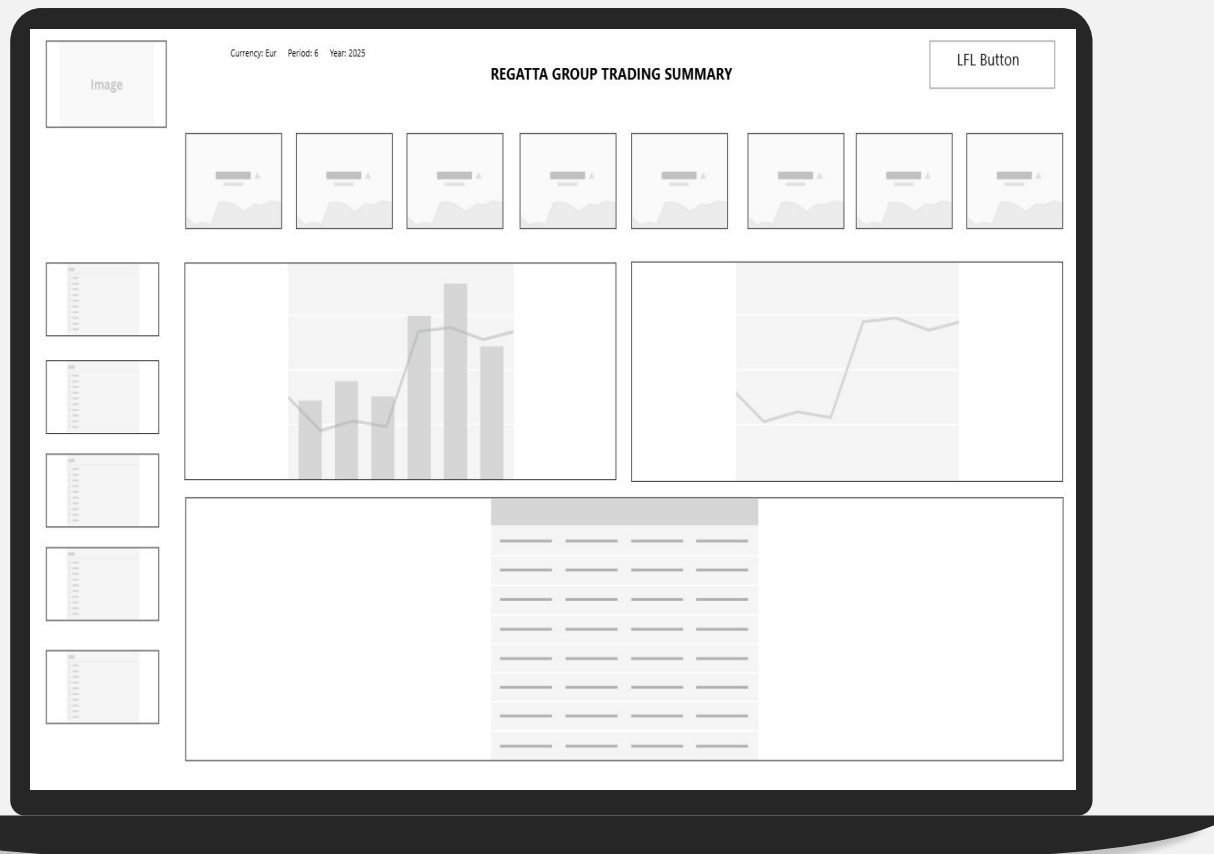
Design & Development

Turning Requirements into a working solution



Wireframe Mockup

Mockup and examples of stakeholder requests



Simplify Layout

Eg landing page has headline sales data, detailed information can be found in tooltips or drill throughs & other tabs



Key KPIs covered in KPI cards on summary page

Sales (Value/Volume) Targets & PY, Stock, Margin, ATV, IPT

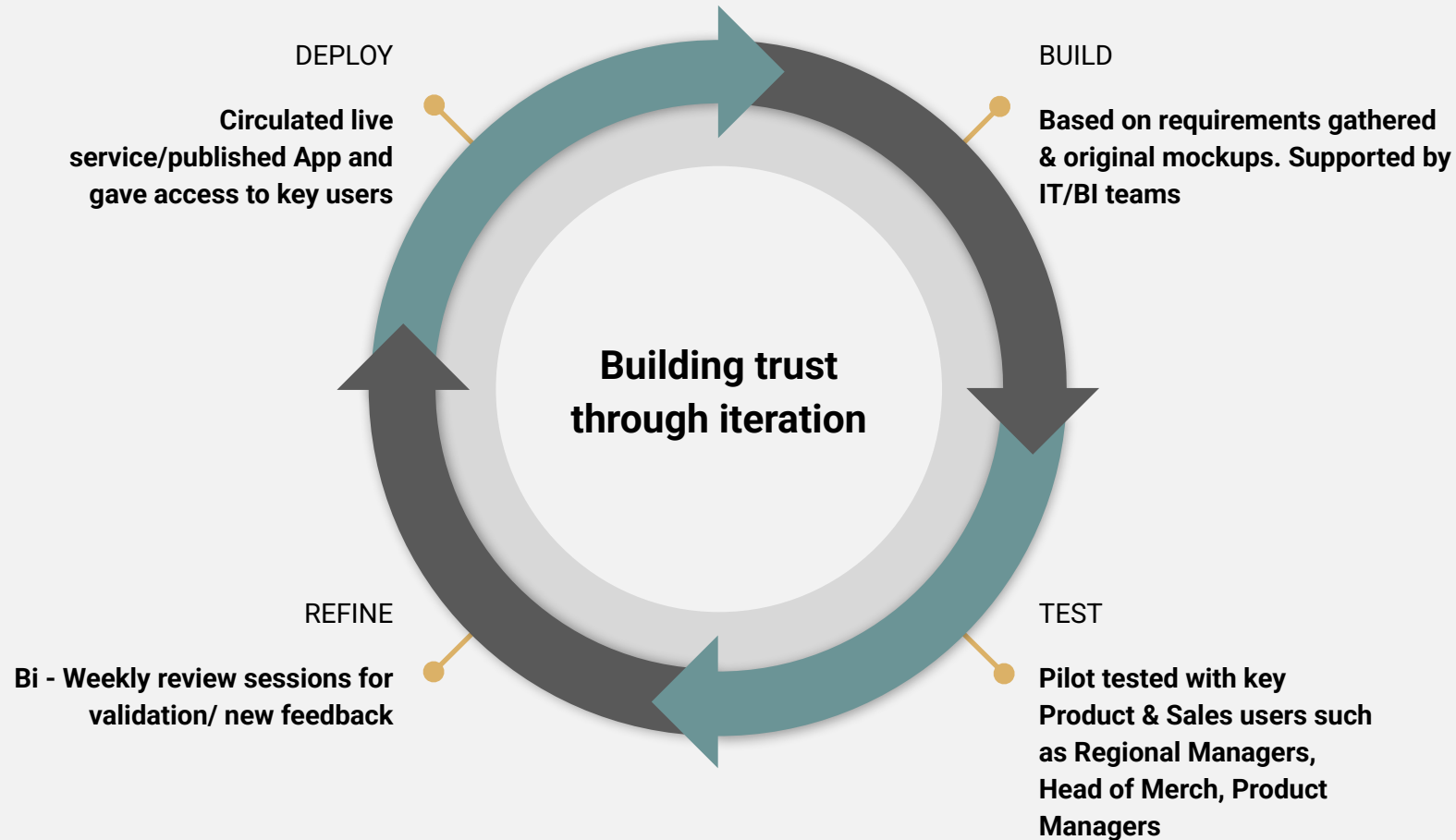


Add Slicers

Add slicers for commonly used attributes eg: Stores, markets, channels, product, gender, brand for easy access

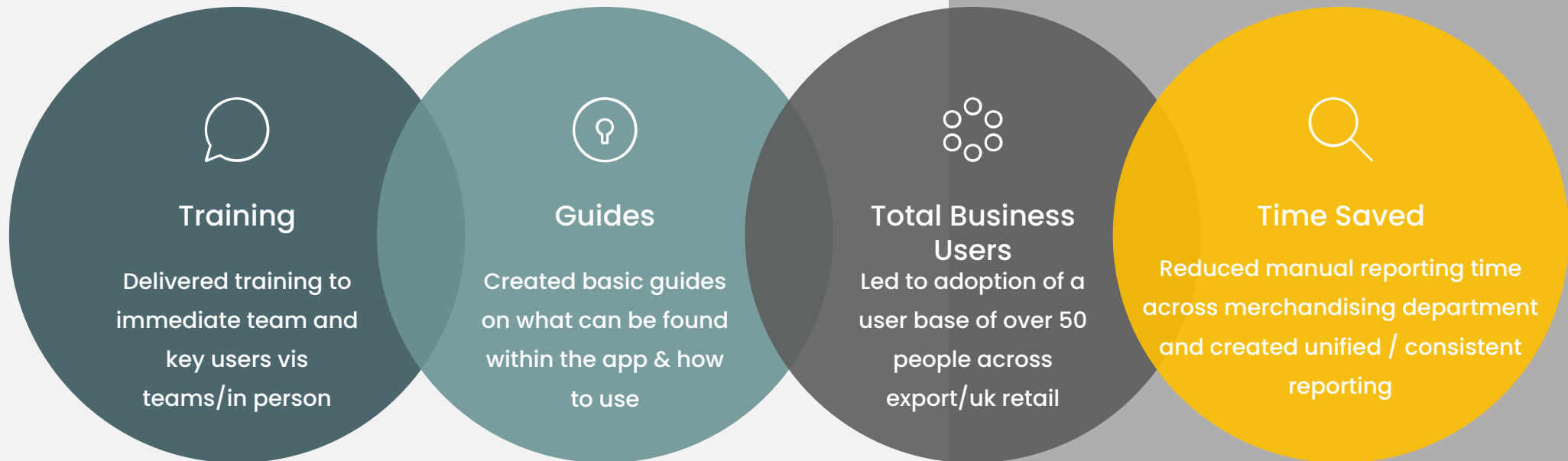
Testing & Refinement

Circular Feedback Loop



Rollout & Onboarding

Adoption across the business & changing habits



Outcomes & Impact

Moving from reactive reporting to proactive Insight

- Unified view across total retail estate
- Faster Data Driven decision making
- Strong foundation for future development



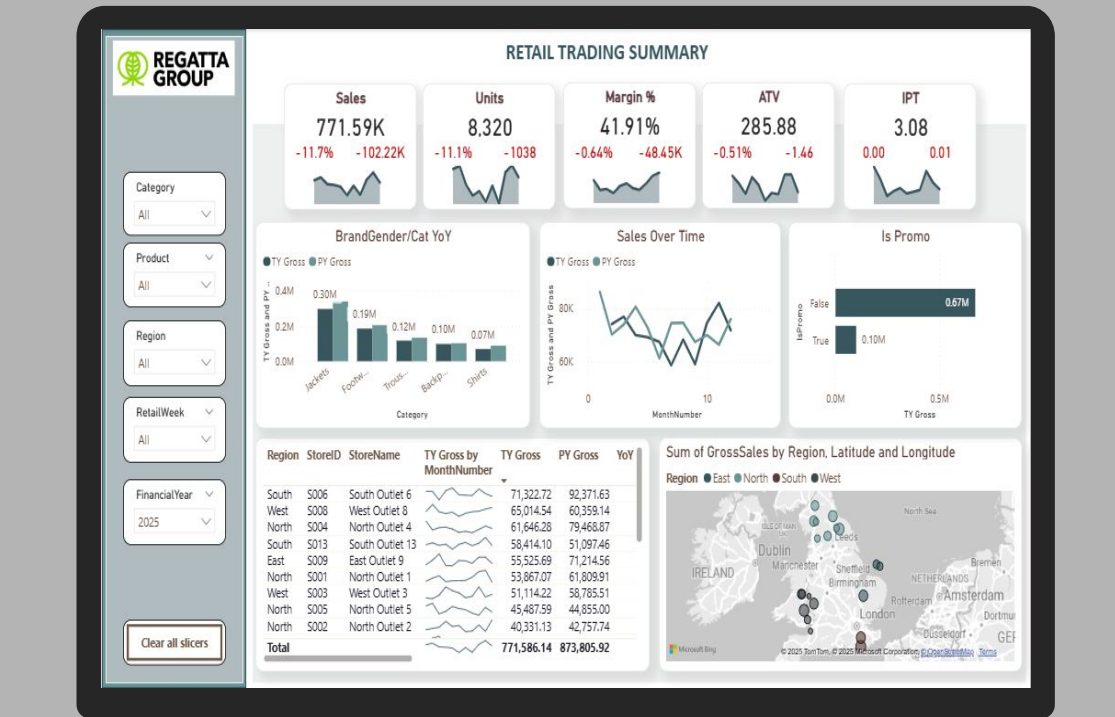
Manual Reports

The screenshot shows a complex Excel spreadsheet with multiple tabs and a large data table. The formula bar displays: `=SUMIF('TY Sales'!$C:$C,$C5,'TY Sales'!$V:$V)`. The data table includes columns for Division, Sales Inc VAT, Sales Inc, Sales U, and various percentage metrics.

DIVISION	SALES INC VAT € TY	SALES INC VAT € LY	SALES INC VAT € LW	VAR% LY	VAR% LW	MIX TY%	MIX LY%	SALES U TY	SALES U LY	SALES U LW	VAR% LY	VAR% LW	MIX TY%	MIX LY%
RGD	€ 107,597	€ 189,780	€ 45,216	-43%	138%	54%	58%	4230	6934	1737	-39%	144%	58%	59%
Dare2B	€ 72,130	€ 119,103	€ 32,246	-39%	124%	36%	36%	2510	4224	1096	-41%	129%	35%	36%
Footwear	€ 8,391	€ 13,960	€ 3,761	-40%	123%	4%	4%	154	323	72	-52%	114%	2%	3%
Camping & Equipment	€ 3,485	€ 3,675	€ 1,719	-5%	103%	2%	1%	204	251	92	-19%	122%	3%	2%
Professional	€ 497	€ 468	€ 30	6%	1558%	0%	0%	19	16	1	19%	1800%	0%	0%
Other	€ 7,808	€ 416	€ 20	1779%	39574%	4%	0%	132	30	2	340%	6500%	2%	0%
	€ 199,909	€ 327,402	€ 82,992	-39%	141%	100%	100%	7249	11778	3000	-38%	142%	100%	100%



Live BI Dashboards



Challenges & Learnings

What was learned along the way



Challenge

Data Inconsistencies



Solution

Built Standard Naming Conventions, currency conversion based on consistent finance rates, KPI measures clearly outlined



Learning

Establishing strong data governance early prevents misinterpretation later. By standardising naming and finance rules, we created a reliable foundation for all future reporting — accuracy builds trust.

Competing Priorities

Prioritised by biggest business impact
(agreed with stakeholders)

Clarity on what matters most is crucial in complex projects. Aligning early on “must-haves” vs “nice-to-haves” meant progress continued even when resource availability was limited.

Change Management

Hands on demos & super users

Adoption depends as much on people as on technology. By empowering end users through visibility and training, the tool became part of daily routines rather than an extra task.



Question and Answers



THANK YOU