

# BUSINESS INTELLIGENCE SOLUTION FOR



# TEAM 9



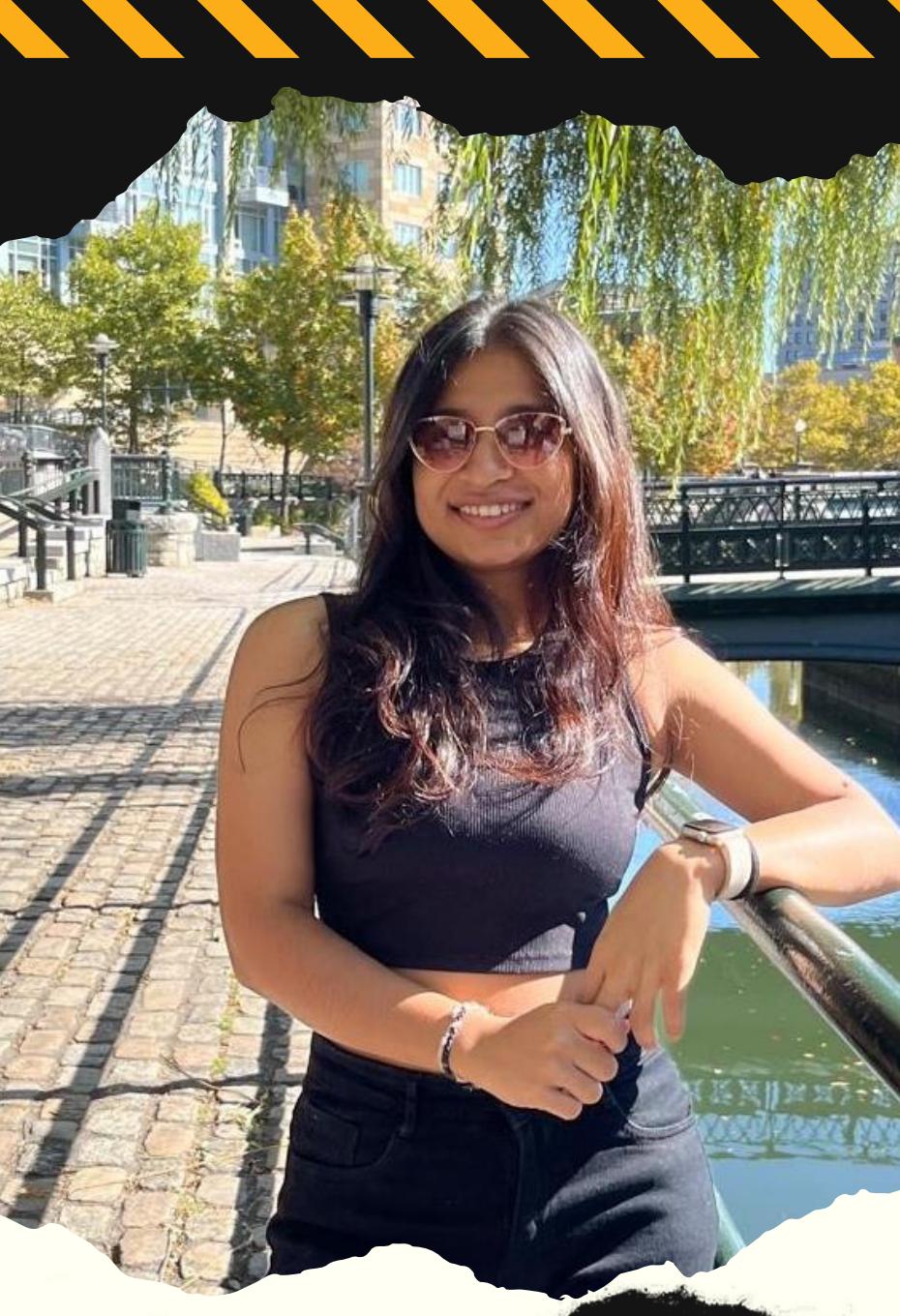
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DFC?

,

Dharavi, Mumbai

2 physical stores

E-commerce, Nationwide

Retail(Clothing-Jeans, t-shirt, shirts,  
pants, accessories)

10 employees

Marketing, Sales, inventory, production,  
design  
0 Analyst



FREE  
SAMPLE



# CURRENT STATUS

## DATA WAREHOUSE



Do they use any data warehouses?



## INFORMATION SYSTEM

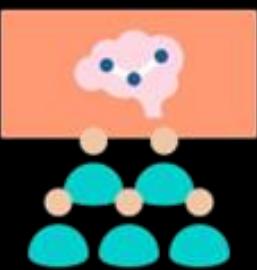


Do they use any seamless/integrated information systems (IS)?

**ithinklogistic (ERP)**



## BI TEAM



Do they currently have a separate BI team?



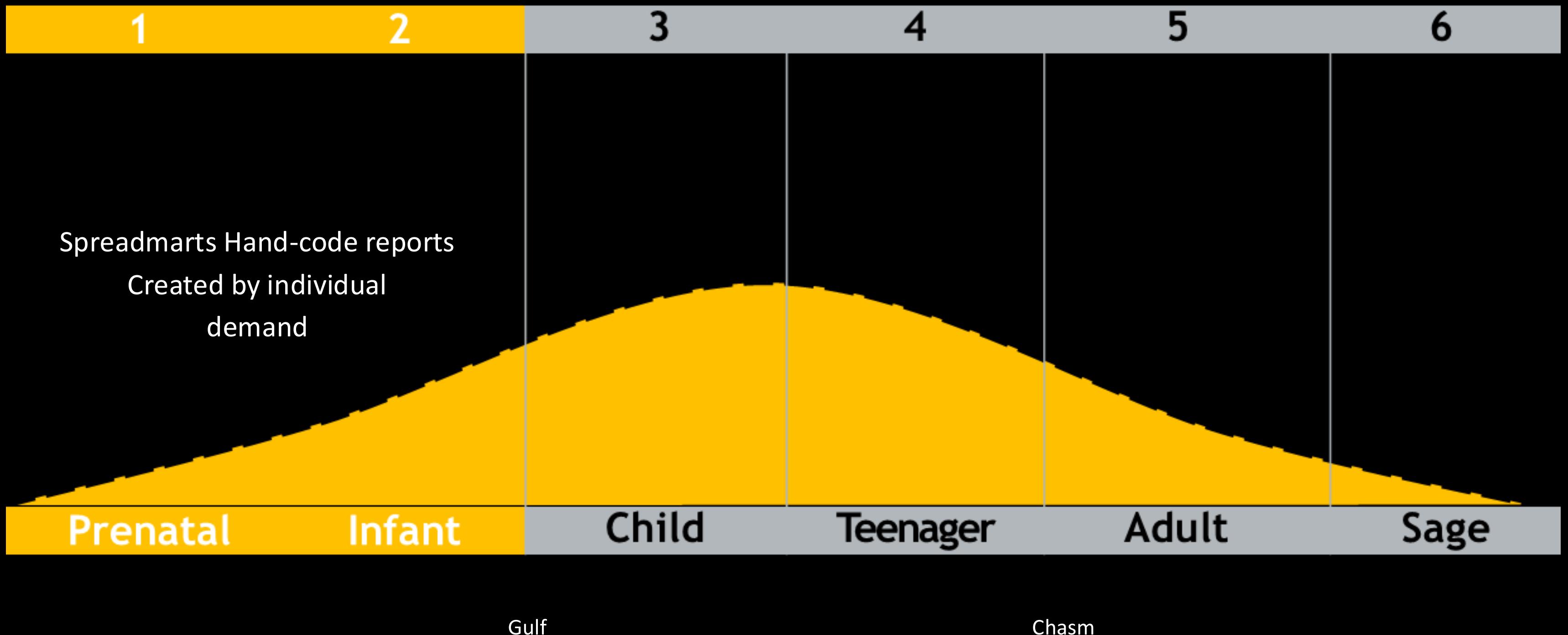
## BI TOOL



Do they use any specific BI tool or reporting system?



# BI MATURITY MODEL



# PROBLEM AT HAND

- Competition in the street style market is rising.
- Customers demand quicker trends and personalized experiences.
- Inefficient data management (Excel/Spreadsheets) slows decisions and limits insights.

Streetwear

Apparel

Fashion

Cool

Underground

Urban



# BUSINESS SOLUTION

- 1.Understand the **COMPANY SALES** performance
- 2.Understand the **CUSTOMER INSIGHTS & ANALYTICS, WEB & AD CAMPAIGN** performance
- 3.Understand the **FUTURE GROWTH AND PRODUCT POPULARITY(DENIM)**

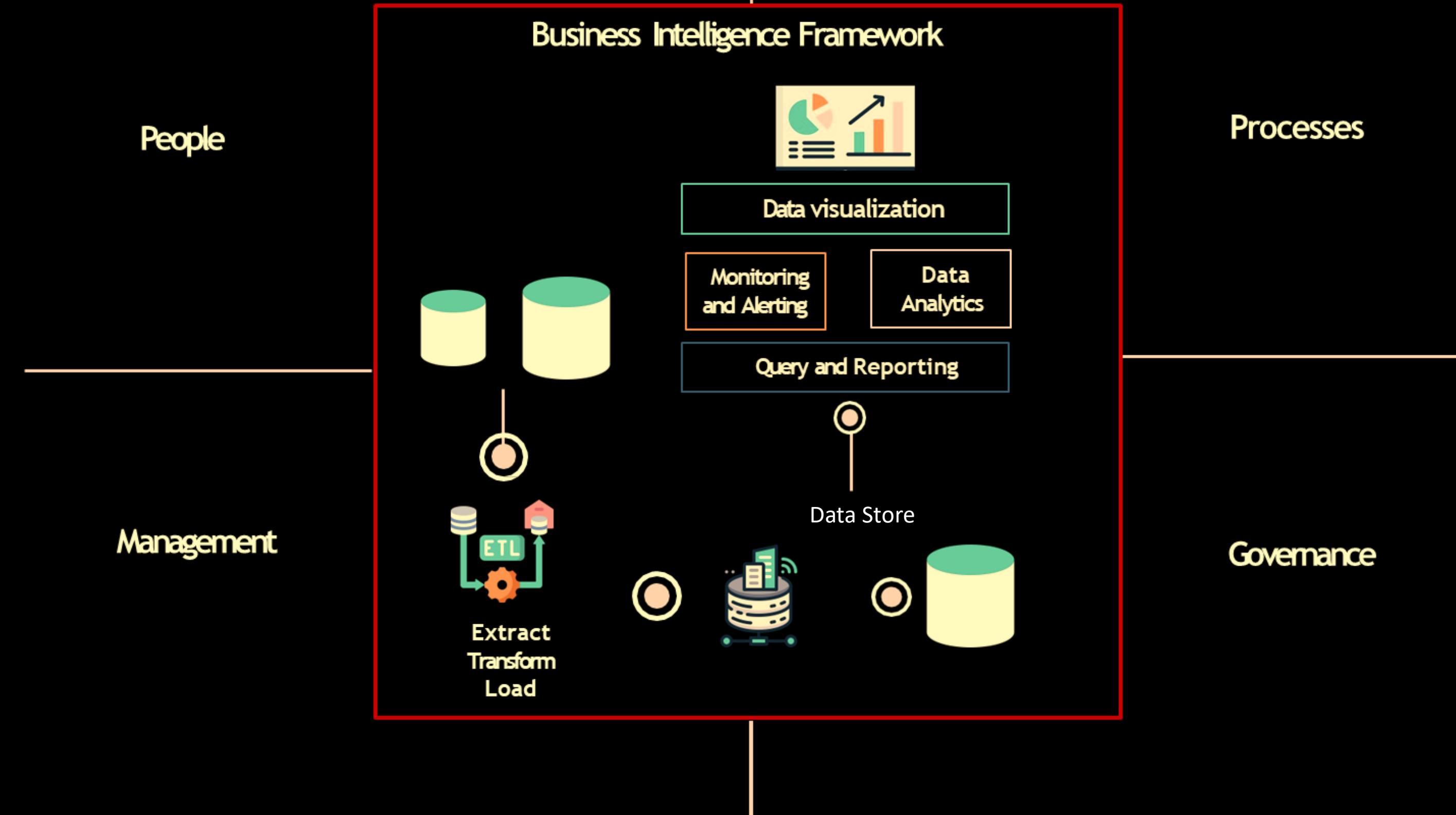
Developing a unified system to centralize information collection and provide dashboards for data visualization, allowing managers to make more informed decisions and increase sales.

Implementation

Challenges

Future  
Opportunities

# BI FRAMEWORK



# DATA CLEANING & TRANSFORMATION

- Identified and handled missing values (listwise)
- Removed duplicates
- Standardized inconsistent data formats (date, Currency)

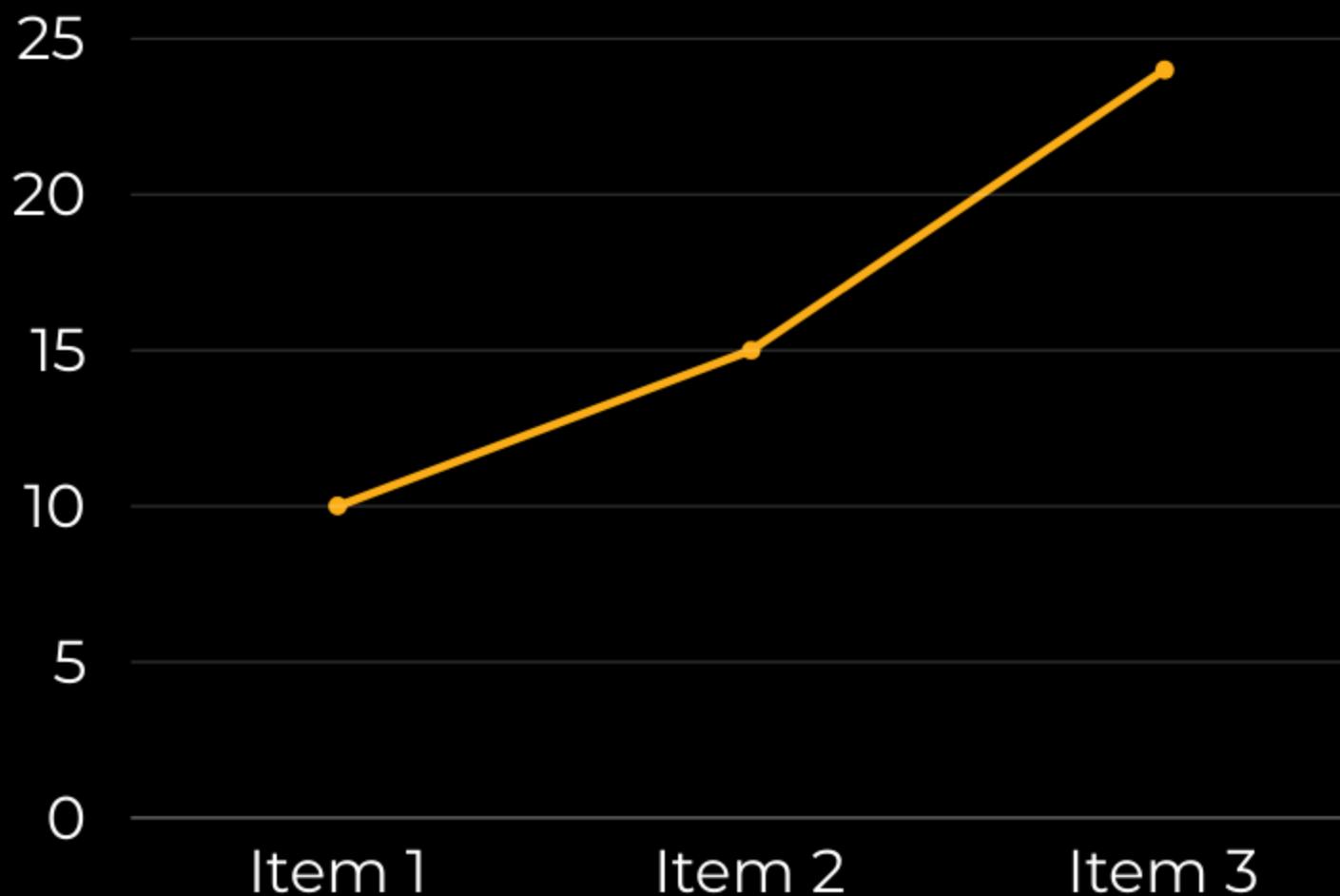
- Merged datasets to created unified view



- Created calculated fields
- Aggregated data to appropriate levels
- Parsed and splitted data columns as needed

- Validated cleaned and transformed data using Tableau dashboards for accuracy and consistency.

# DASHBOARD 1 - SALES



## Sales Analysis

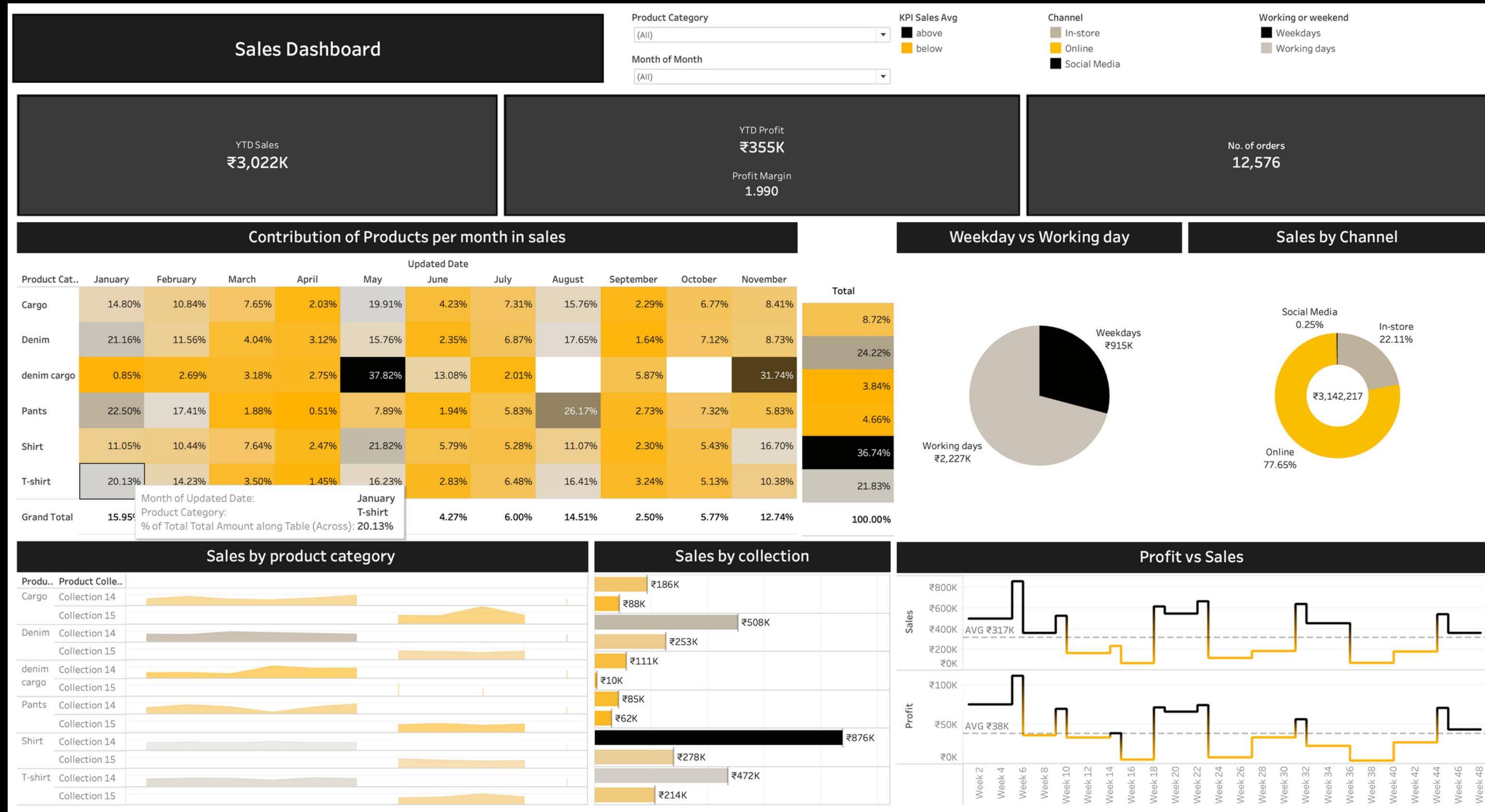
1. Which product categories contribute the most and least to total sales revenue?
2. How does sales revenue vary across different sales channels?
3. Are there any specific patterns or outliers in the profit vs. sales trends over time?
4. What are the top-selling products and collections for each month?

### Main Users

Sales team

Senior Leadership (CEO,  
Founder)

# DASHBOARD 1- SALES



# DASHBOARD 2- CUSTOMER INSIGHTS & ACTIVITY

## Customer Engagement and Behavior

- Which customers engage most frequently and drive sales?
- What is the website's daily visitor count and engagement?

## Market and Campaign Insights

- Are ads effectively reaching key demographics?
- How are audience responding to the ads?

## Customer Preferences and Satisfaction

- Which products are the most popular and highest-rated?
- How do ratings vary by product style?

## Purchasing Patterns

- What are the top spending categories and average customer spend?
- How do spending habits vary across regions?

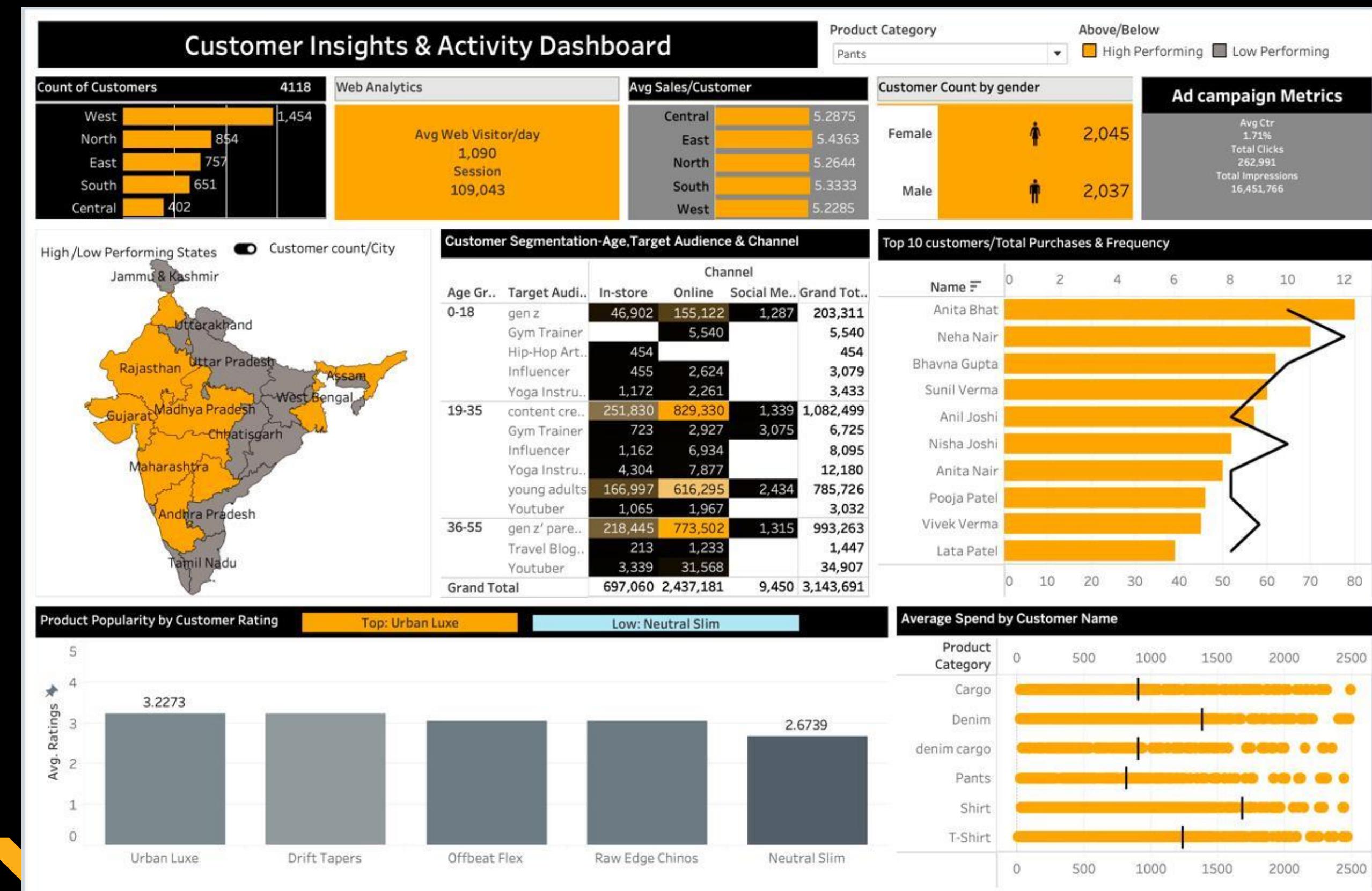
## Geographical Insights

- Which regions have the highest concentration of customers?
- Region performances in terms of sales ?

Users

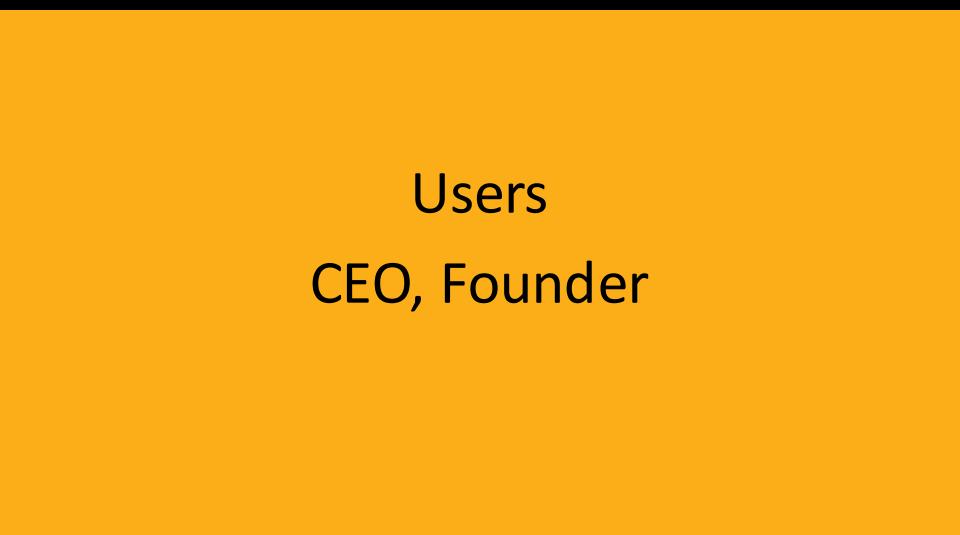
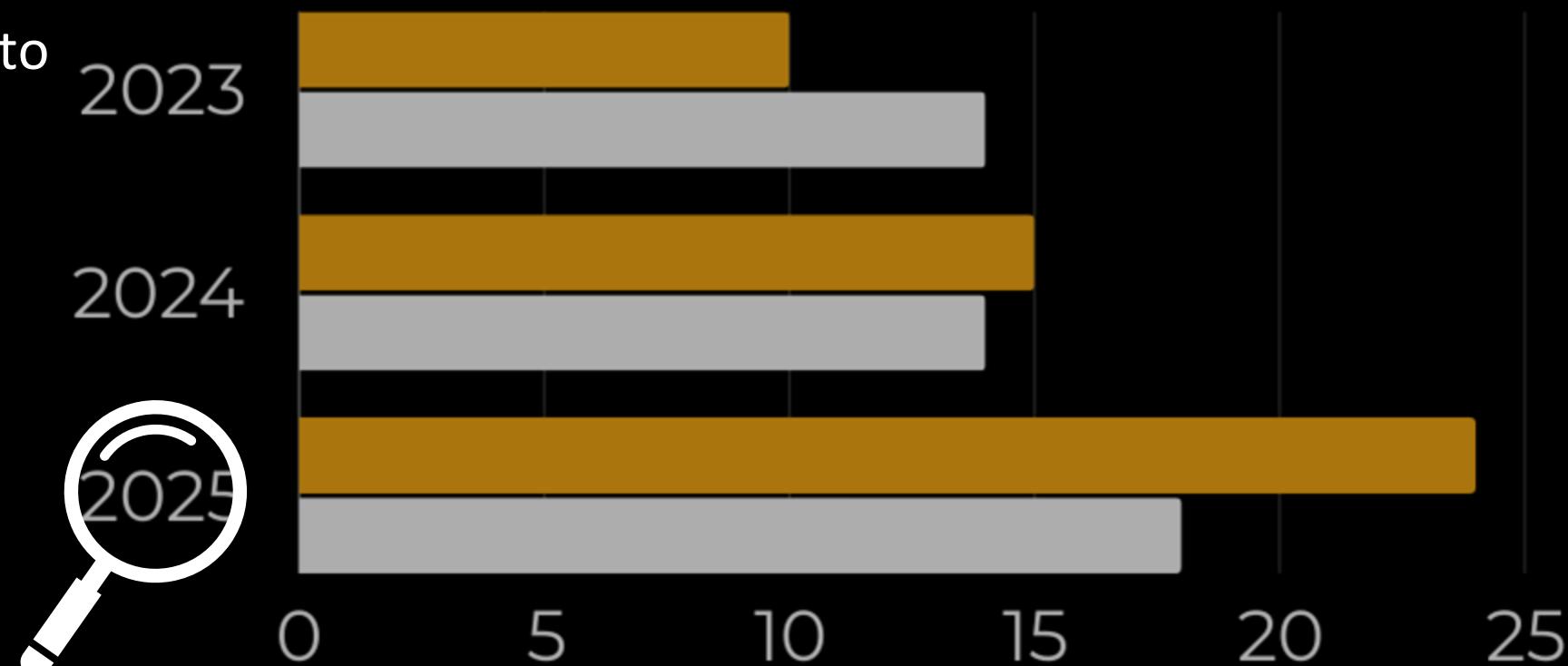
CEO, Founder, Marketer

# DASHBOARD 2- CUSTOMER INSIGHTS & ACTIVITY

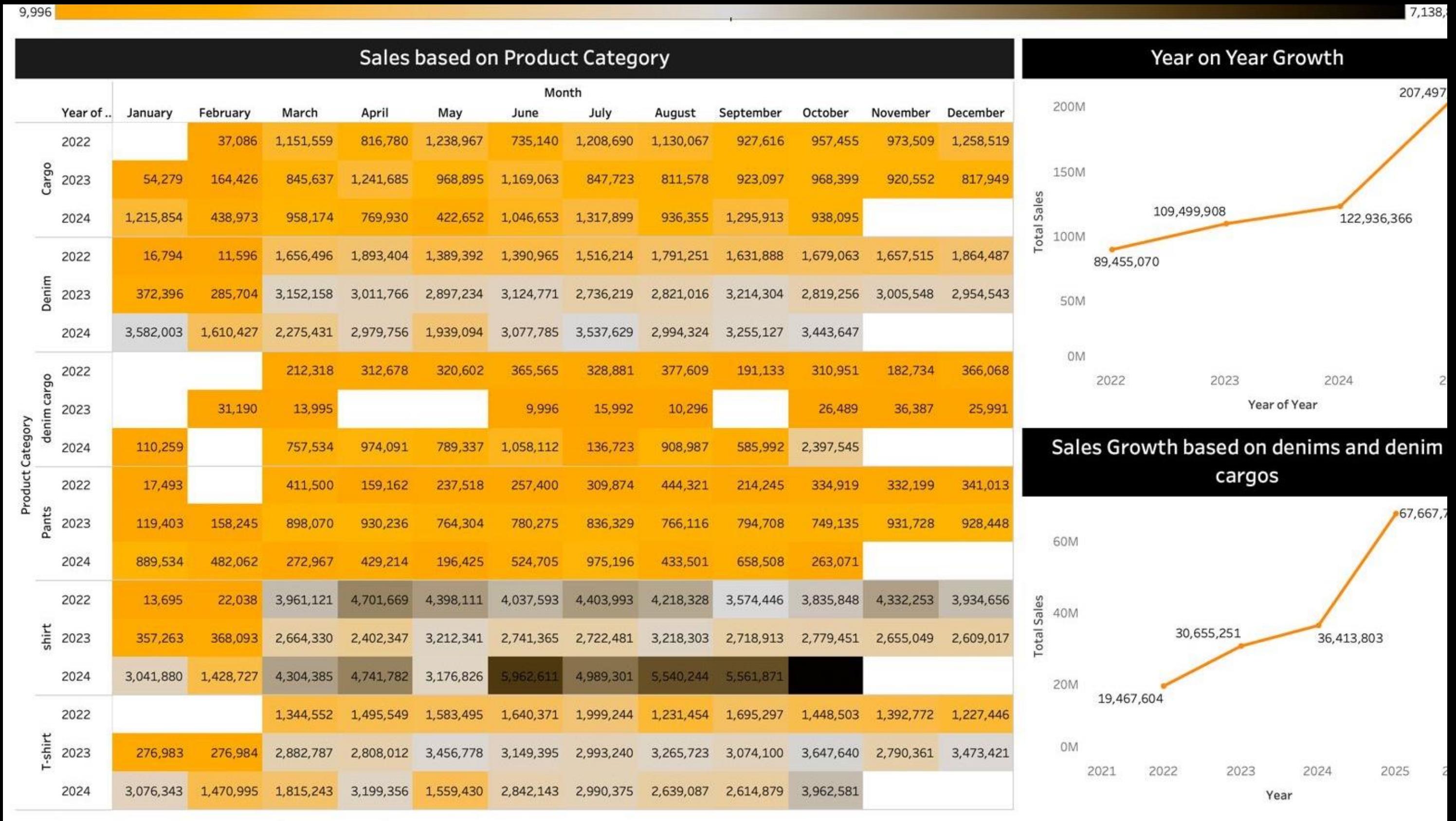


# DASHBOARD 3 - PREDICTIVE ANALYSIS

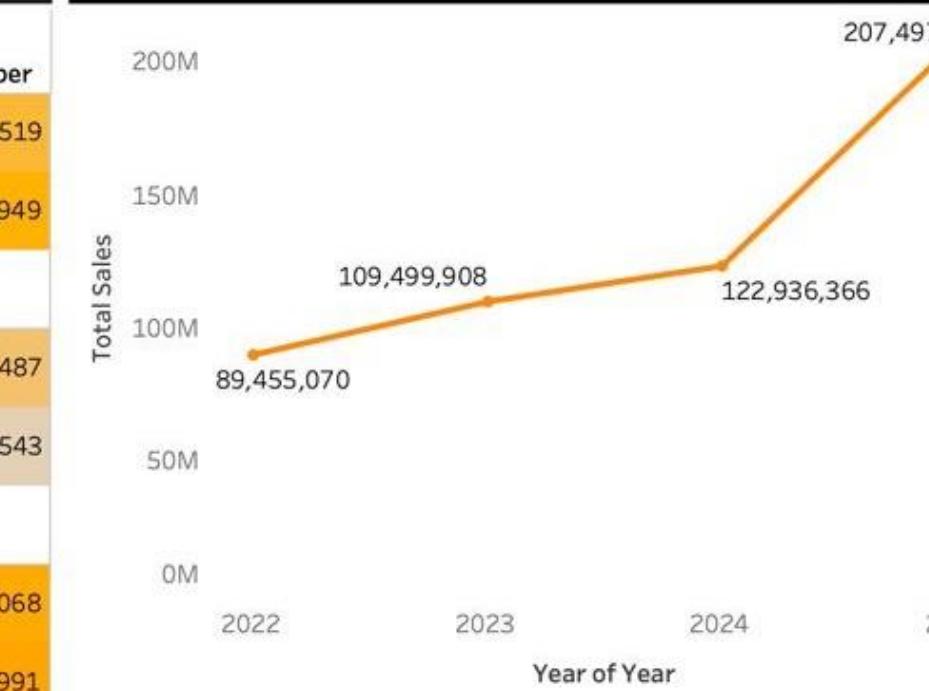
- How have sales trends for denim and denim cargos evolved from 2021 to the predicted year, 2025?
- Which product categories are predicted to show the highest growth in 2025?
- Which months consistently contribute the most to overall sales for each product category?
- How do sales growth rates compare across years for high-performing categories like mainly Denim?



# DASHBOARD 1- PREDICTIVE ANALYSIS



Year on Year Growth

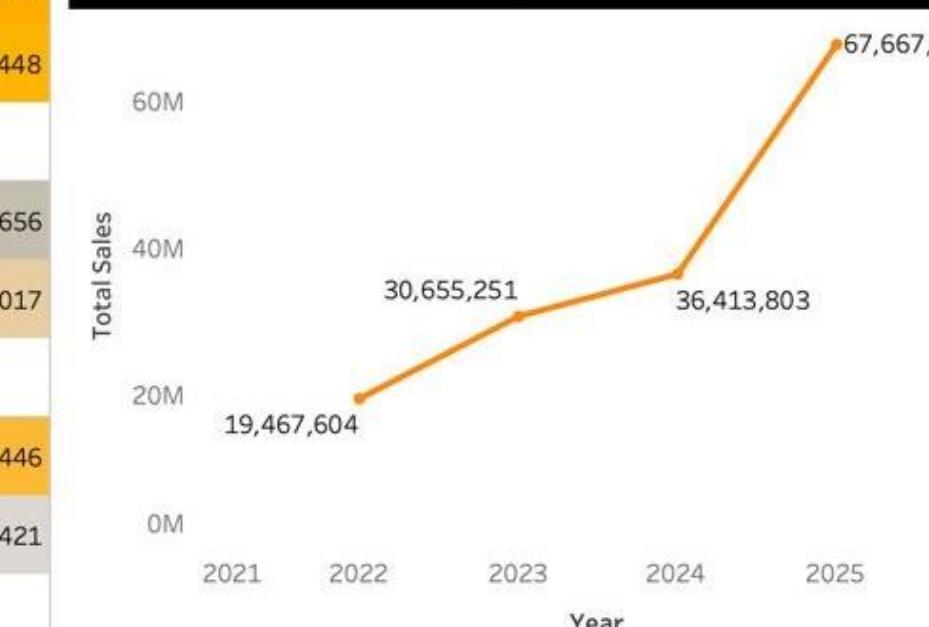


Key metrics:

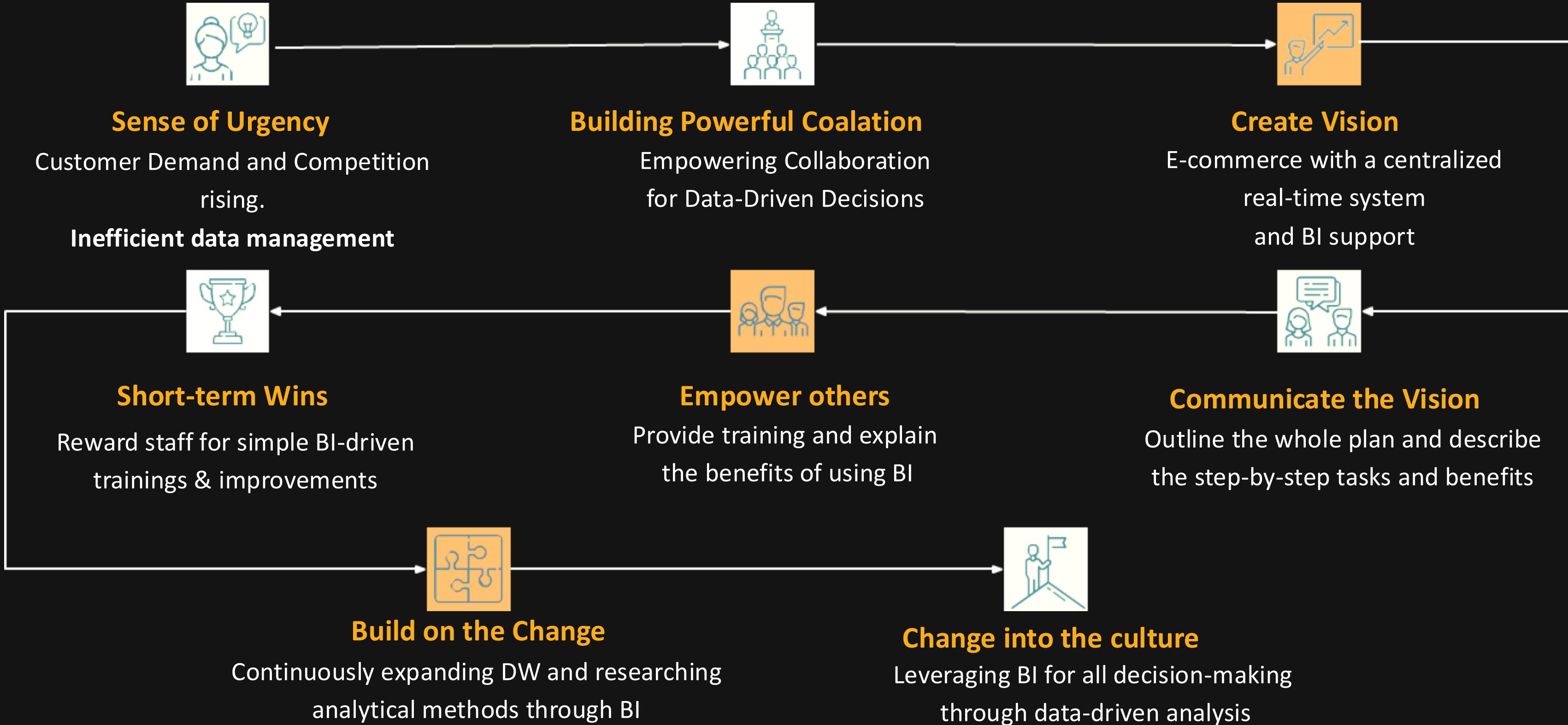
R Squared = 80%

MSE = 12977710

Sales Growth based on denims and denim cargos



# IMPLEMENTATION PROCESS - KOTTER'S MODEL



# CHALLENGES -DATA QUALITY OF BI



## Incompleteness

Absence of Unique  
Identifiers, Missing  
Values



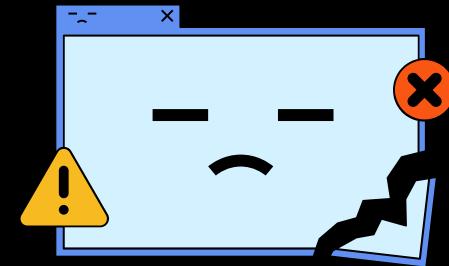
## Inaccuracy

Poor data entry, unmanaged data  
(Bad product descriptions)



## Inconsistency

Unable to identify the right data  
without identifiers  
Inconsistent product name  
terminology



## Irrelevant

Outdated Information, Duplicate  
Entries, No Relation to Objectives

# CHALLENGES-ETHICAL ASPECTS BI

- Customer Data Privacy
- Data Security
- Transparency in Data Usage
- Consent Management
- Over-Collection of Data
- Ethical Marketing Practices





# FUTURE OPPORTUNITY

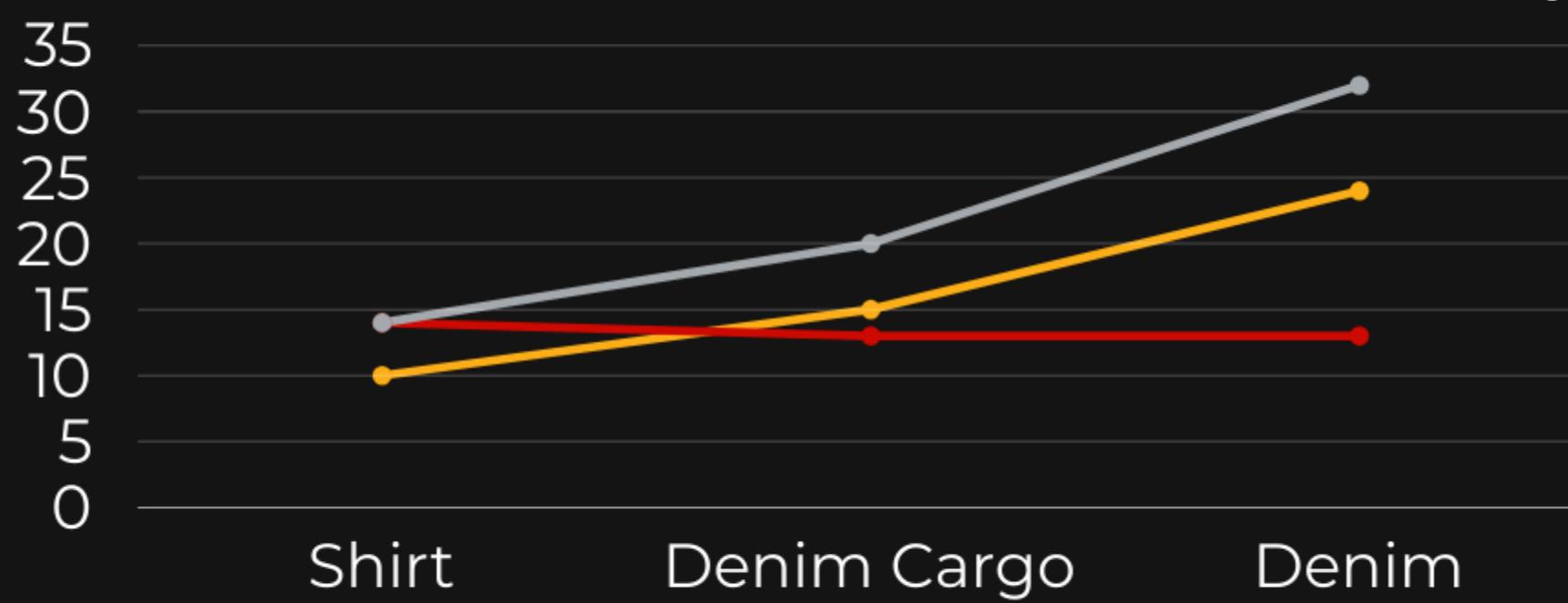
## Predictive Analysis

Demand Forecasting

Supply Chain and Inventory Management

Influencer and Trend Analysis

Targeted Advertising



## CASE STUDY 1

**Mission**

To give customers what they want, and get it to them faster than anyone else

**Founded: 1974**

Zara design, produce, and distribute new items in a matter of weeks, allowing them to capitalize on trending styles quickly

**ZARA'S ULTIMATE BI SOLUTIONS**

Seamless Data Integration and Analysis



Predictive Analytics for Better Decision Making



Operational Efficiency and Customer Satisfaction

## CASE STUDY 2



### Vision

We aim to be the leading global lifestyle brand that is known and loved around the world



### Founded: 1970

Urban Outfitters is known for staying ahead of trends and constantly reinventing what's cool



## URBAN OUTFITTERS WITH BI & AI



### Real-Time In-Store Reporting with Qlik Sense



### AI-Powered Merchandise Planning



### Localized Demand Insights with CB4

# SUMMARY

## VISION

Top notch denim seller

## CURRENT STATE

Utilizing Excel and ERP system

No BI Integration

No separate BI Team

## KEY INITIATIVES

Establishing a DW for BI

Utilizing recommended BI solution and reporting

## CHANGE IMPLICATIONS

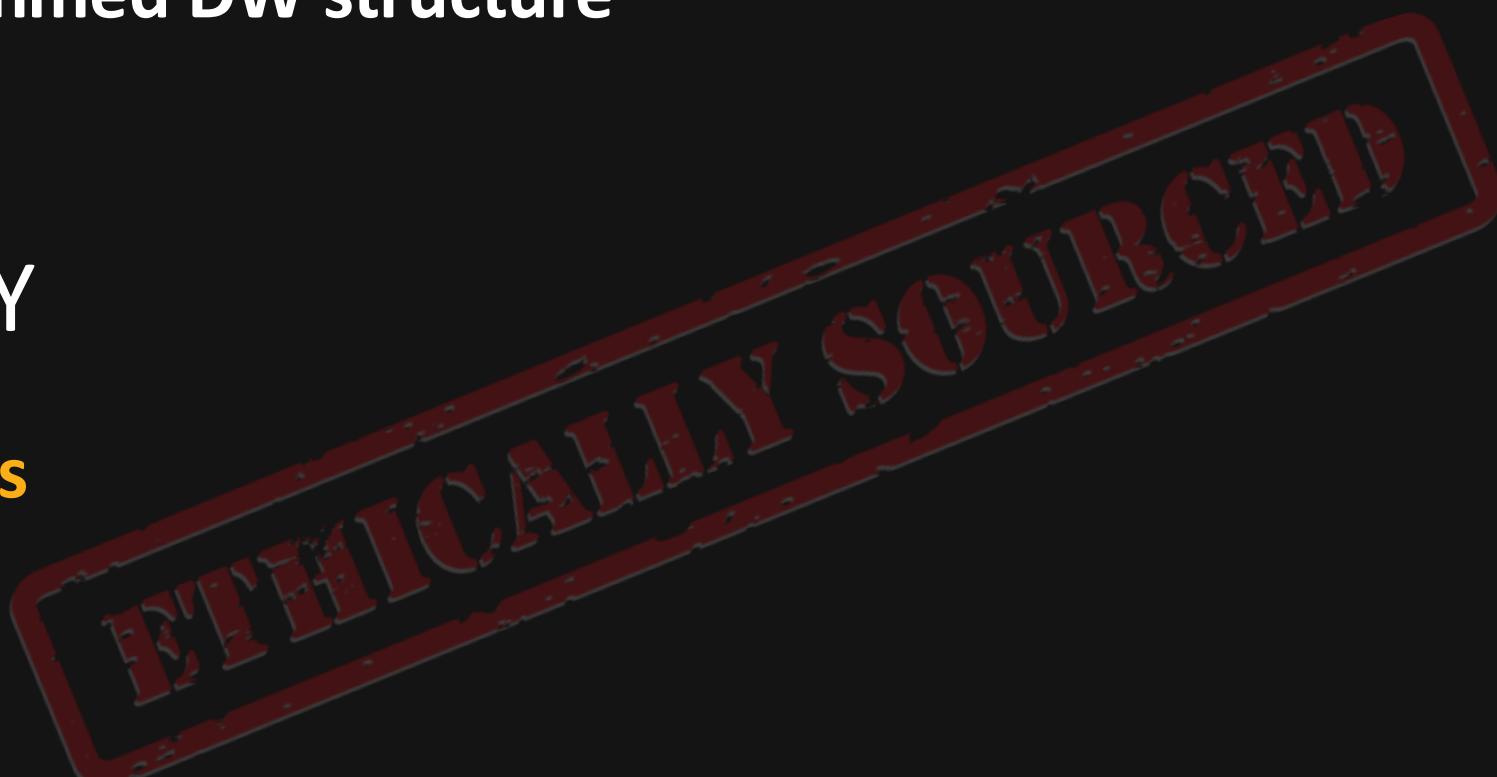
**Management and Implementation:**  
Applying Kotter's model for transition

**Ethics Concerns:**  
Prioritizing ethical data practices

**Data Quality Concerns:**  
Implementing a unified DW structure

## FUTURE OPPORTUNITY

**Predictive Analysis**



# REFERENCES



## Zara

[https://fashionunited.com/news/retail/urban-outfitters-expands-partnership-with-ai-company-cb4/2020103036213?utm\\_source=chatgpt.com](https://fashionunited.com/news/retail/urban-outfitters-expands-partnership-with-ai-company-cb4/2020103036213?utm_source=chatgpt.com)

<https://www.linkedin.com/advice/3/how-does-zara-use-bi-optimize-inventory>

## Urban Outfitters

[https://www.sap.com/cmp/dg/5-trends-shaping-the-future-of-retail-strategy/index.html?campaigncode=crm-ya22-int-1517066&source=ppc-1nagooleads-search-7170000111995377-5870008462629073-cx\\_cx-x-x-x&dfa=1&gad\\_source=1&gclid=CjwKCAiAmMC6BhA6EiwAdN5iLWCAPMcRIBXE6TN9A2NxtMaFbly2svWme1mdjRMfU3k0IX5xSzw7XxoCDIAQAvD\\_BwE&gclsrc=aw.ds](https://www.sap.com/cmp/dg/5-trends-shaping-the-future-of-retail-strategy/index.html?campaigncode=crm-ya22-int-1517066&source=ppc-1nagooleads-search-7170000111995377-5870008462629073-cx_cx-x-x-x&dfa=1&gad_source=1&gclid=CjwKCAiAmMC6BhA6EiwAdN5iLWCAPMcRIBXE6TN9A2NxtMaFbly2svWme1mdjRMfU3k0IX5xSzw7XxoCDIAQAvD_BwE&gclsrc=aw.ds)



## Margarita Perez

<https://smartdev.com/transforming-business-intelligence-the-role-of-ai-data-chat-in-streamlining-data-analysis-at-zara/>



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**ADVISORY**  
NO BAD VIBES HERE

# THANK YOU.

*SEE YOU LATER MATE..*



#streetwear  
#fashion  
#style

#streetwear