CASE STUDY - FASHION RETAIL

Generate
- Software Systems
- 3rd party services
- Sensors

Collect
- Data Sources
- Data Collectors
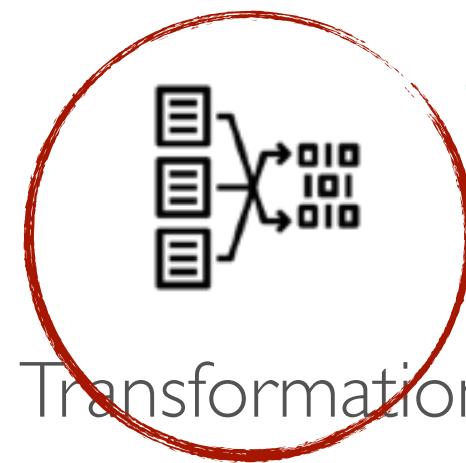
Store
- Data Warehouse
- Data Lake

Process
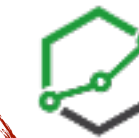- Cleansing
- Transformation
- Enrichment

Analyze
- Data Mining
- Visualisation

Data Science
- Machine Learning
- Deep Learning

Client is a fast-growing fashion retail company with 130+ physical outlets and an e-commerce website

ANATICS

Common Pains - Solved during Transitioning between Stages of the DDMM

No Centralized Data Repository

No Company-Wide reporting tool (except Excel)

Spend a lot of time logging into different operational systems

Manually extract, clean and blend data on a regular basis

Numbers don't match, people get into arguments over "whose numbers are right."

Distrust in the org over data reliability.

Competing interests (some people will fudge numbers in spreadsheets to inflate bonuses)

Time to insights and action is very slow

Decisions/actions/insights are lost in emails, meetings or conversations

Lots of "dark data" (images, notes, analyst insights)

The company has gotten very good at communicating what happened but not why.

It takes too long to build a (custom or ad-hoc) report

Poor adoption of old reporting amongst new hires creates power users and people-related bottlenecks

Dashboard Hell: Too many reports and similar dashboards with multiple versions of the truth create a nightmare for IT

Product offering is so vast it's too hard to keep track of *what* you're selling (what it looks like, user reviews, etc.)

Need exploit patterns in data to identify missed opportunities and drive micro-Optimizations.

Need to engage with customers in new ways and on new channels to further drive growth (e.g., Chatbots, Recommendation Eng-ines, or AI-powered Search

Data Aware

Data Proficient

Data Savvy

Data Driven

Data Proficient (Business Intelligence)

Data Savvy (Decision Support Systems)

Data Driven (AI, Machine Learning, Data Mining,..)