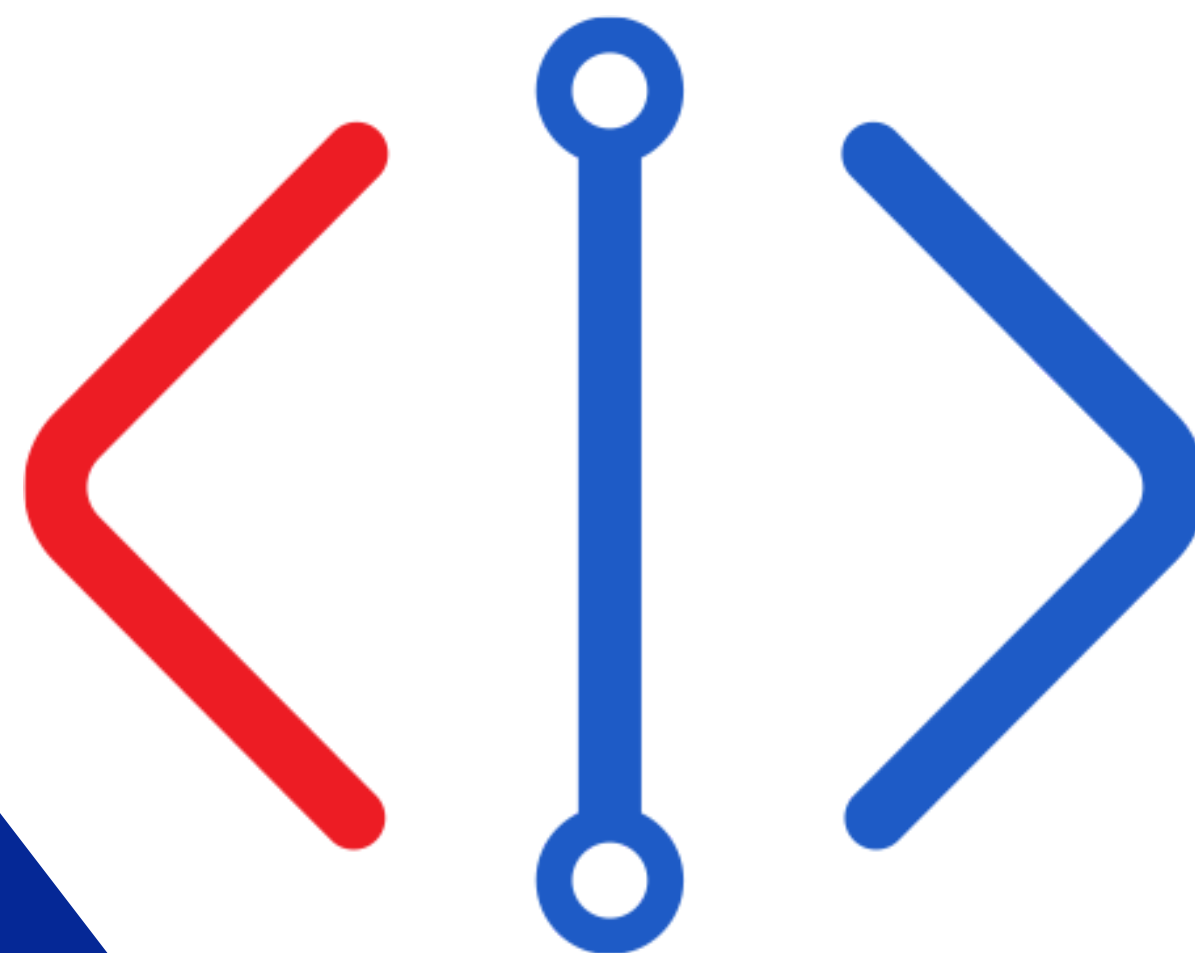


Recherche De Projet



Carrefour
LINKS

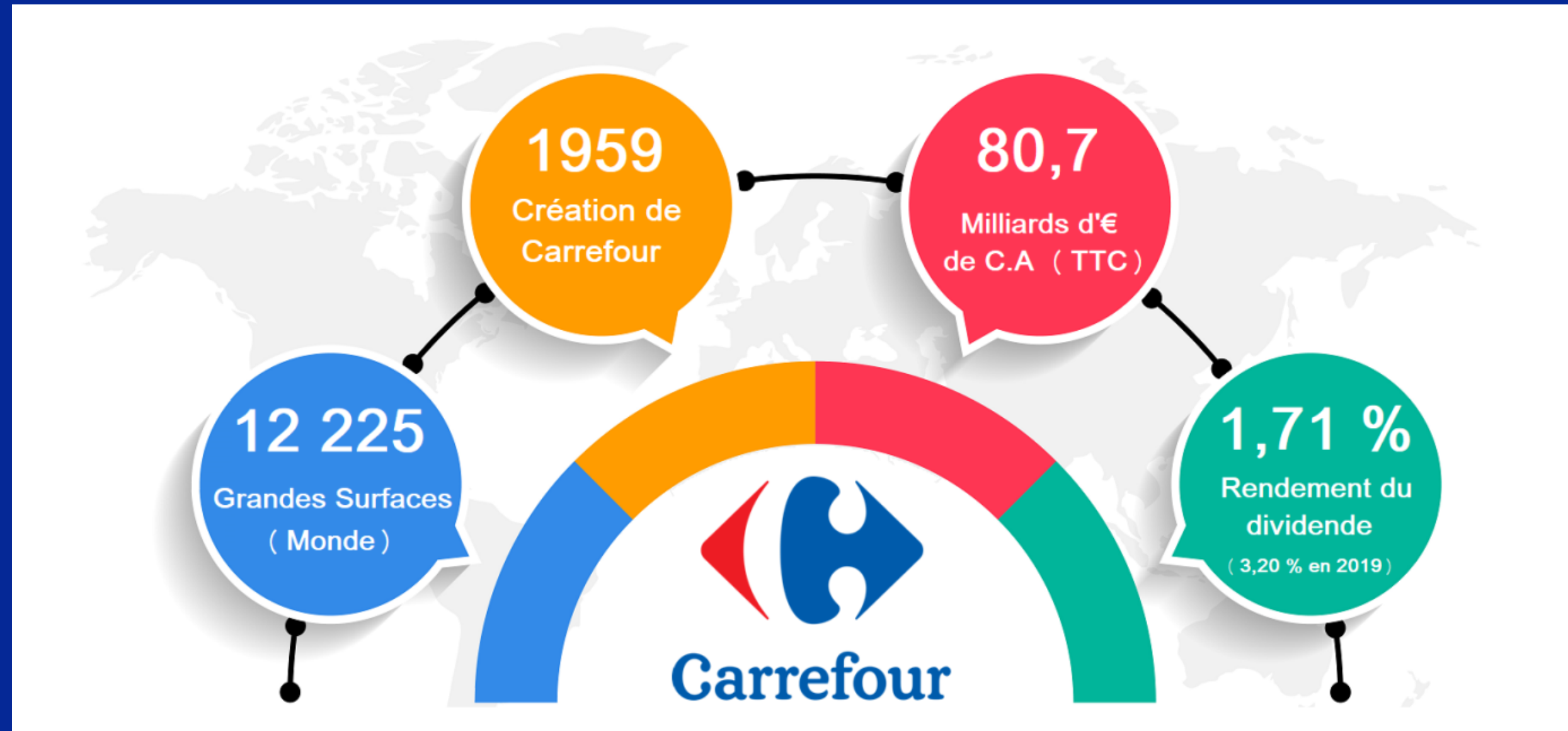


SEBIH SALIM

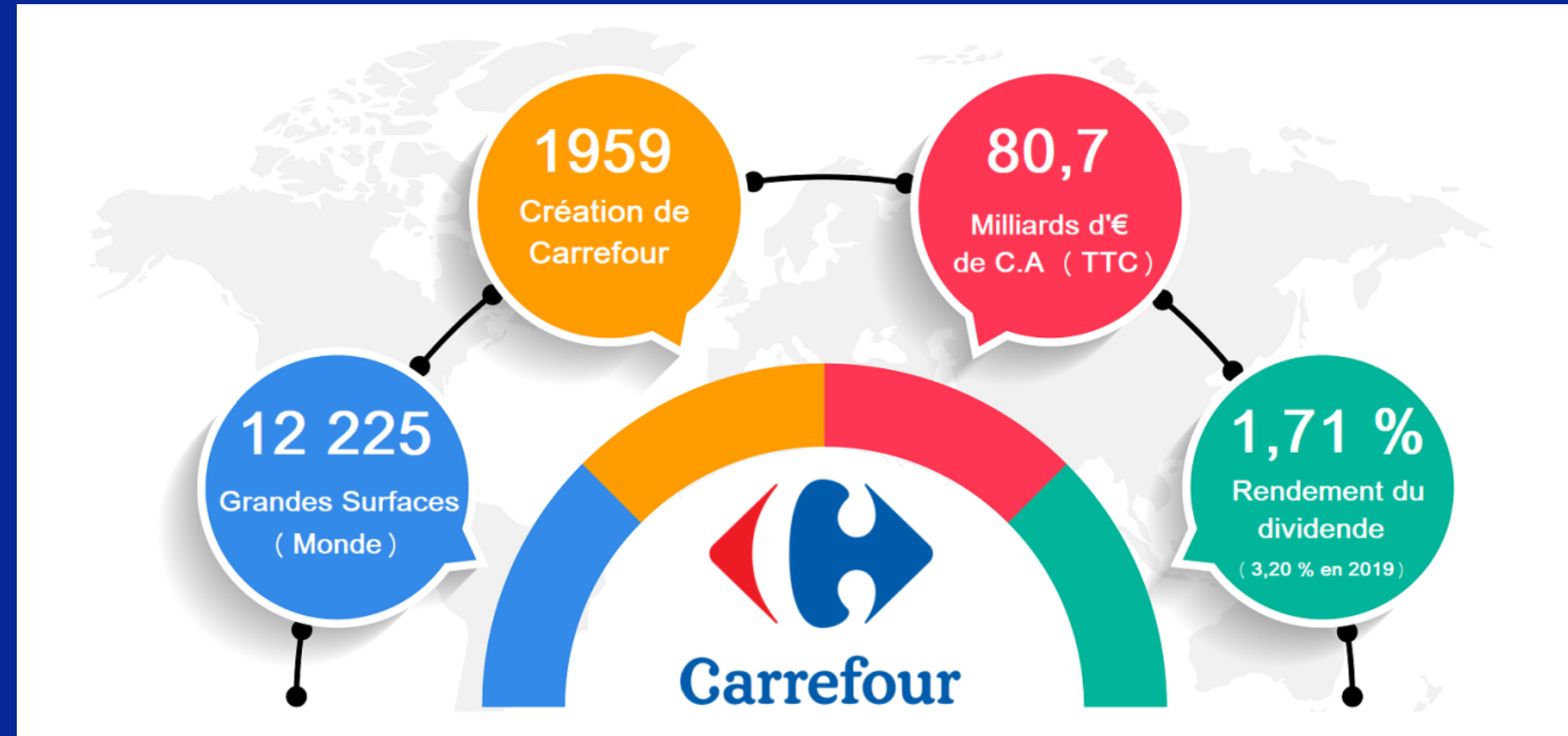
AGENDA

1. A propos de Carrefour
2. Définition du projet 'LINKS '
3. Contexte du projet
4. Cadre de ma mission & architecture
5. Les KPI
6. Les équipes techniques

1. Client : Carrefour



1. Client : Carrefour



50 mns

porteurs de cartes de fidélité.

6+ mds

transactions disponibles dans
notre base de données.



2. Projet : LINKS CARREFOUR



3. CONTEXTE :

1. Explosion du e_commerce



2. Politique de digitalisation

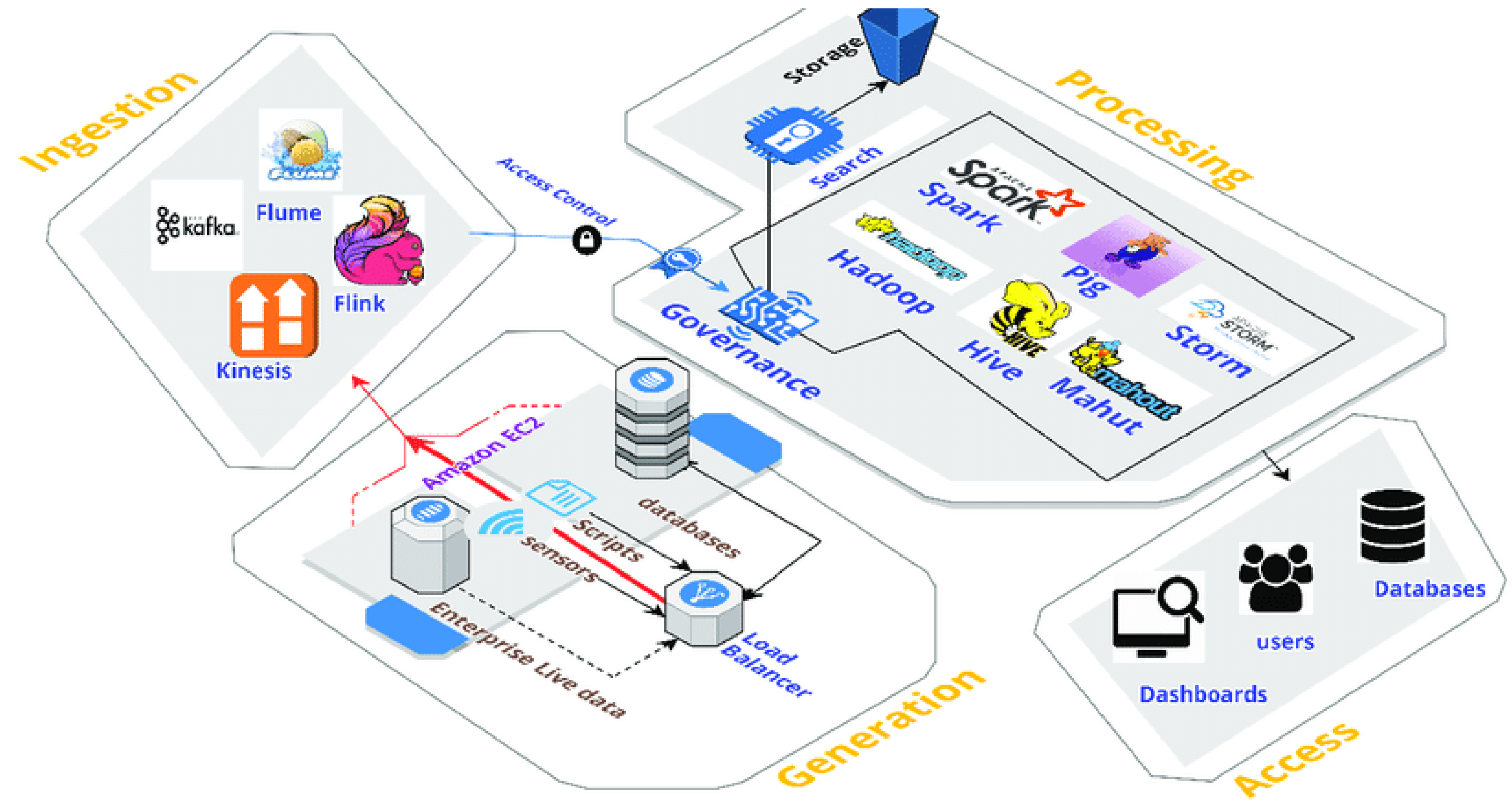


4. Mission :

Nature :
Ingestion
de données

Date :
mars 2019 à
novembre 2020

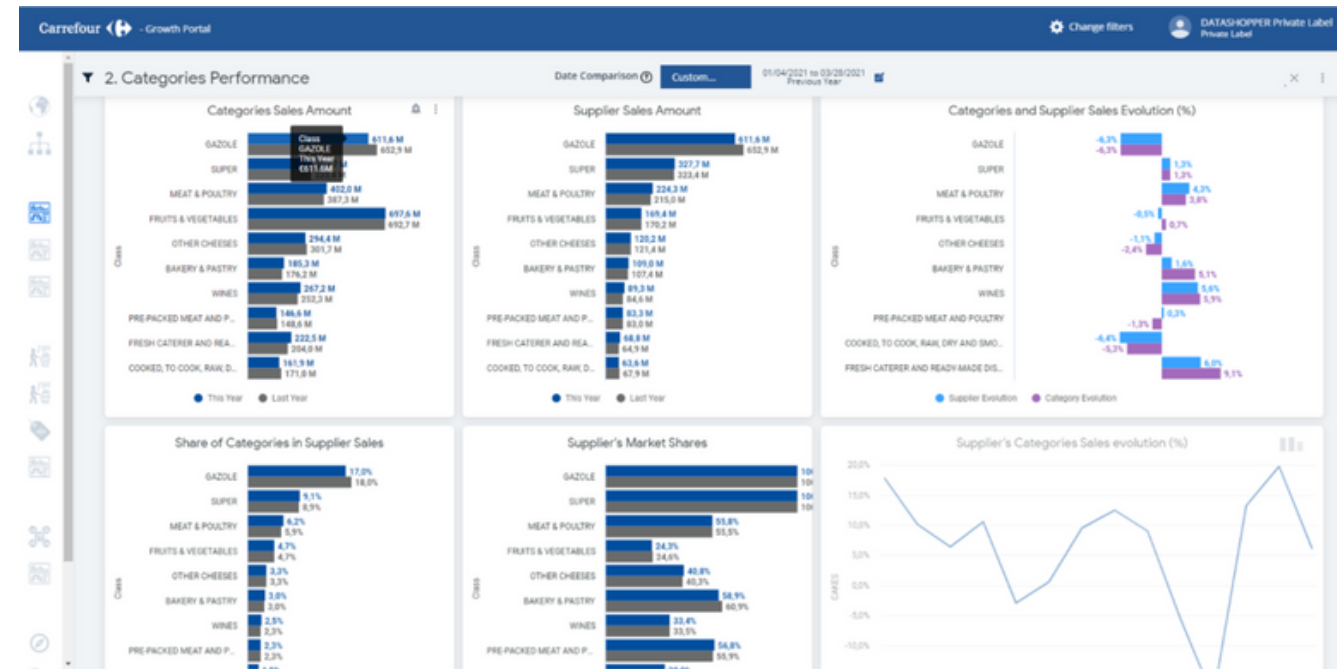
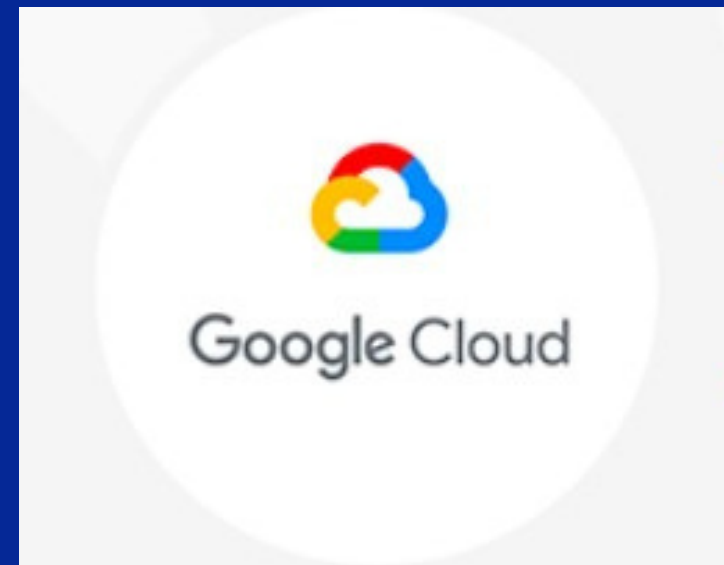
Architecture



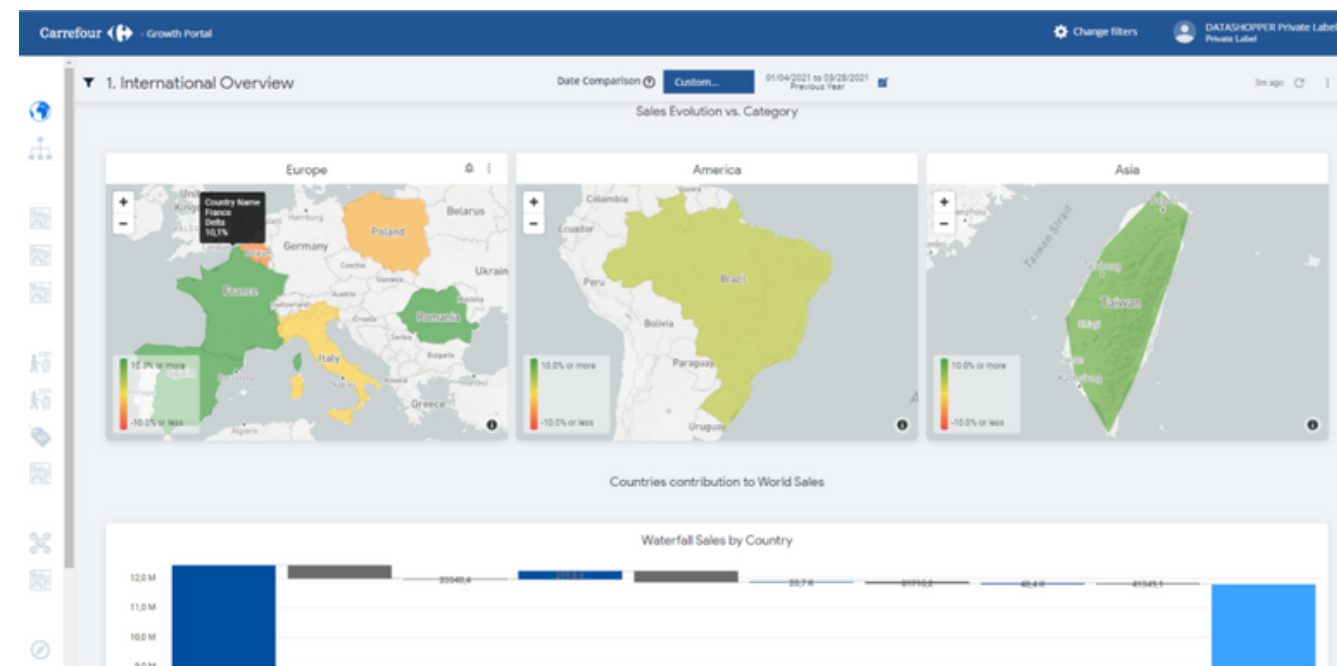
4. KPI :

PoS & DataShopper en détail

Console merchandising
Offrez aux category managers (catman) une visibilité en temps réel sur les catégories, les prix et les promotions.

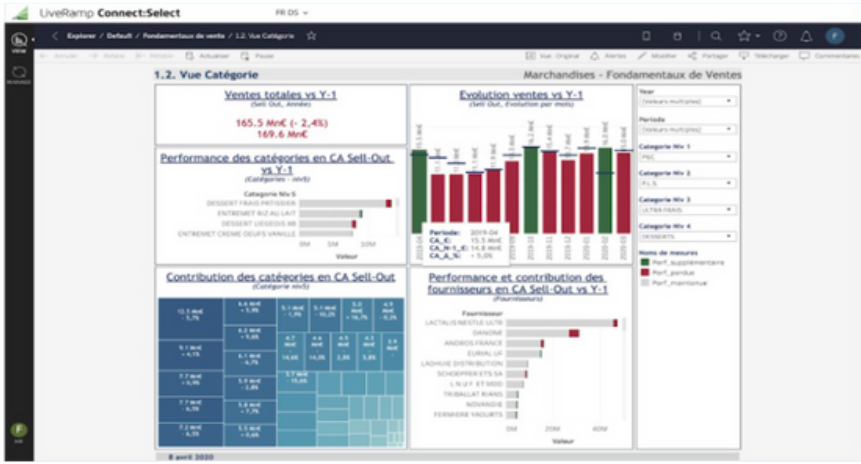


Performance commerciale
Évaluez vos performances commerciales par marché.

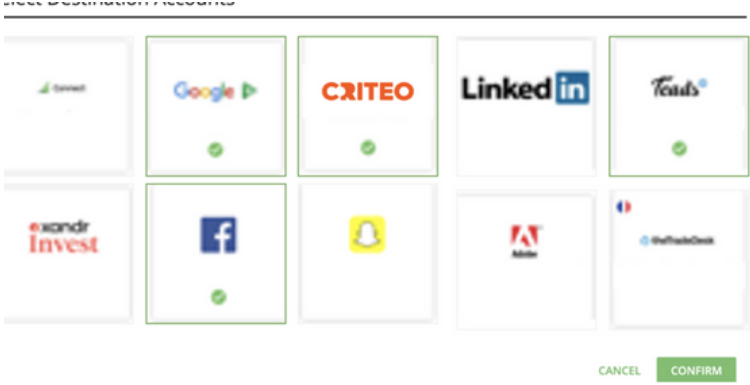
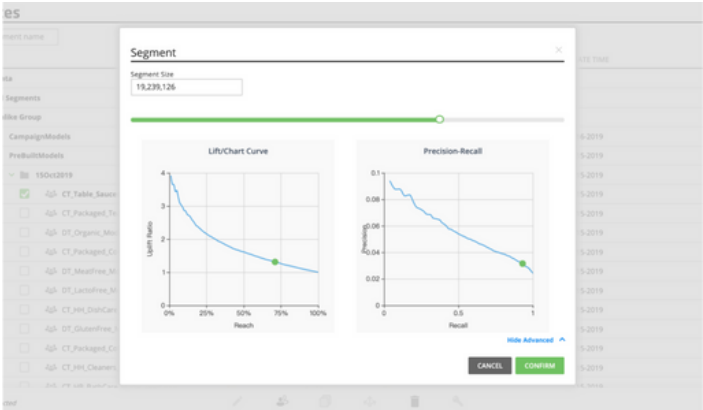
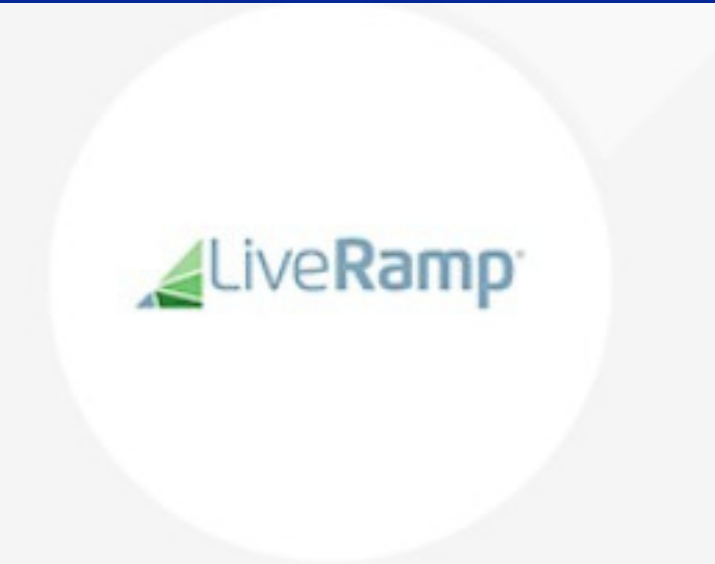


5. KPI :

Merch & Supply

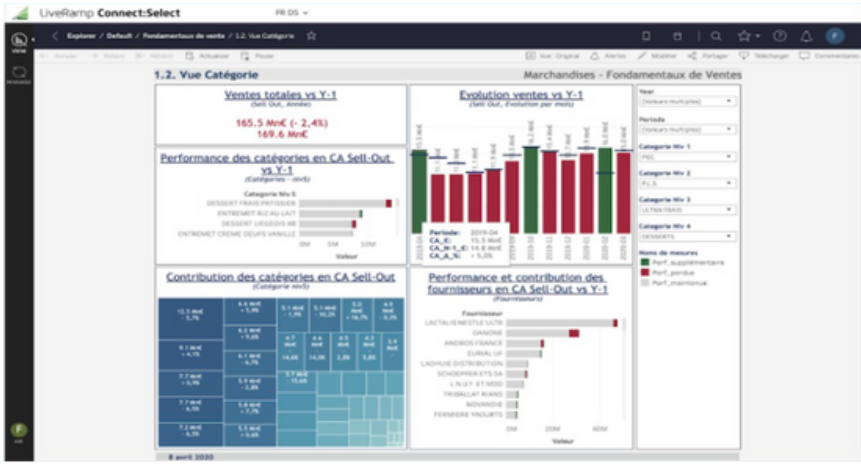


Xperiences

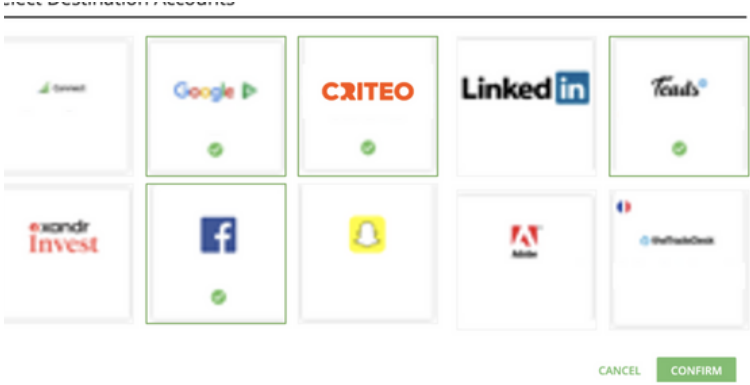
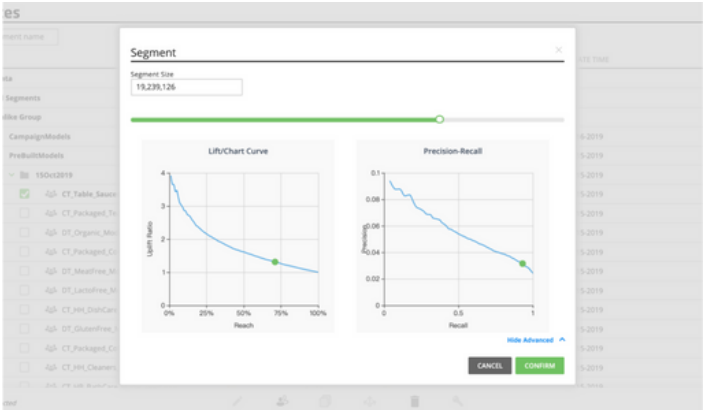


5. KPI :

Merch & Supply



Xperiences



6. L'EQUIPE TECHNIQUE :



DATA VIZ



DATA ARCHITECT



DATA ENGINEER



CTO
Chief Data Officer



DATA ANALYST

Merci !

DE VOTRE ATTENTION

