



CUSTOMER

Leading global technology company



BUSINESS OBJECTIVE

To measure the impact of merchandising activity viz: visibility, availability and shelf-space. To undertake Data analytics driven standardization of global survey data, process and reporting.

IMPROVING RETAIL MERCHANDISING EFFECTIVENESS USING DATA ANALYTICS

THE DENAVE EDGE



- A highly customizable Data Analytics engine to deliver distinct, specific and desired results.
- Capability of developing an integrated methodology using an automated data standardization and testing scripts, enhanced by data visualization.
- Backed by an extensive experience in retail merchandising operations for over 20 large customers.

THE CHALLENGE



- Lack of data standardization across geos viz: usage of varying methodologies, different languages and data accrued from multiple sources.
- Unstructured and underdeveloped data collection processes resulting in poor quality of merchandising data.
- Absence of an integrated platform enabling a single view of consolidated data, its analysis and insights on merchandising effectiveness.



THE RESULTS

Effected **standard, structured and accurate data** empowering the customer to source **actionable insights**, and undertake requisite corrective action. **Improved the overall effectiveness** of merchandising operation irrespective of locations and time-intervals **accelerating its ROI**.

- **99.9%** improvement in data quality from earlier **70%** through data cleaning & processing techniques.
- **10X** expansion in geo coverage within a year, from 2 to 20 countries. Currently the program is running across **100K+ stores** and **150+ retailers**.
- **5X** reduction in TAT for KPI reporting, specifically from 15 days reduced to 3 days.
- **2X** faster TAT for market feedback post the completion of new field initiatives (30 days to 15 days).
- **5%** improvement in essential compliance scores, viz: availability and visibility scores.

PROGRAM REACH



- APAC (Japan, Korea, Hong Kong, Singapore, Indonesia, Malaysia & Thailand)
- EMEA (Germany, UK, Netherlands, France, Spain, Austria, Switzerland, Italy & Turkey)
- America (U.S.A, Canada & Brazil)