



SALES AUTOMATION

Denave's data analytics services helped in standardization of merchandizing activities through data assessment and data visualization



CLIENT

Leading global technology company specializing in Internet-related services and products



BUSINESS OBJECTIVE

Lack of standardization in data collection and reporting made it difficult for the client to compare the performance and impact of merchandizing across different geographies. Therefore, client wanted to analyze the quality of merchandizing data collected from the ground, and the effectiveness of merchandizing activity over a period of time.



THE CHALLENGE

- ▶ Quality of merchandizing data collected
- ▶ Standardization of data collected across geos
- ▶ Integrated platform to analyze the data and effectiveness of merchandizing



THE DENAVE EDGE

- ▶ Denave used its analytics engine, tailor-made as per client's requirements, to deliver the required solution.
- ▶ The extensive experience in merchandizing operations on various projects, along with the Analytics capabilities, was the key differentiator.
- ▶ Denave implemented the project using data standardization techniques, automated data testing scripts and data visualization of merchandizing data.
- ▶ Denave, with its data analytics capabilities, along with vast experience in the field of retail merchandizing, helped the client in standardizing the data collection mechanism and building an integrated data analysis and visualization platform wherein it was possible to analyze performance of different geographies and take corrective measures in time to improve the effectiveness of merchandizing program.



PROGRAM REACH

- 📍 APAC (Japan, Korea, HongKong, Singapore, Indonesia, Malaysia, Thailand)
- 📍 EMEA (Germany, UK, France, Spain, Austria, Switzerland, Italy, Netherlands)
- 📍 Americas



THE RESULT

- ▶ With Denave's data analytics solution, the client has been able to significantly improve the quality of data collected, coverage, and its ability to analyze the merchandizing performance across geographies and different time intervals.
- ▶ Four countries and approx. 9500 stores have been covered in a quarter.
- ▶ Data collection quality has significantly improved through quick data analysis and assessment techniques by the Analytics team. For example, in a particular case, the faulty records have come down to only 1.5% from ~30%, between two subsequent rounds.