

The second largest global footwear company gains real-time visibility into their business performance with BI dashboards and make quick data-driven decisions, resulting in increased efficiency & profitability



## BUSINESS REQUIREMENTS

- Gain visibility into sales data, inventory levels, and customer behavior across all channels
- Identify trends and make data-driven decisions to improve business operations

## APPROACH & SOLUTION

- Orchestrated 1-week discovery to understand data sources, mobile compatibility, security, marketing assets, and existing reports
- Comsense's own IP 'IntellSense', a SaaS-based solution providing an end-to-end 'vision to visualization' capability for clients, was leveraged
- OOTB connectors across data sources and channel integrations helped in a seamless data continuum aligned to schema and data models
- Leveraged 'IntellSense' KPI library and pre-built dashboards across growth marketing, brand marketing, and marketing ops to build a workspace for custom visual development
- Data from the e-commerce platform, POS system, and customer database was extracted and integrated with the ERP system to build a comprehensive view of their sales, inventory levels, and returns across channels
- Data from social media & marketing campaigns were also ingested to build a thorough view of customer engagement
- The team developed a no-code data visualization tool, backed with a scalable database structure

## TOOLS & TECHNOLOGIES

- ELK stack
- Kafka

## BUSINESS IMPACT

- Easily visualized & consumable intelligence for informed decisions
- Created a foundation which enabled business users to build dashboards on the fly & visualize footwear data by choosing from the pre-built 200+ retail marketing KPIs
- The self-servicing tool helped to quickly filter, analyze & identify trends on store performance, color preference, capsule collection, exclusive releases, sneaker enthusiasts etc.
- The decision support insights on black and green colored footwear preference over white and neutral colorways in the US geography helped the client to optimize inventory levels in real time across all channels
- Customer behavior dashboard around sneakers for men and boots for women were highly engaged segments. Proposed targeted marketing campaigns for customer retention & loyalty
- Ability to optimize their sales & marketing strategies in real-time by responding quickly to changes in demand and customer behavior, resulting in increased customer satisfaction