

# Case Study

## Interactive & Alert-Driven Location Analytics For A Leading Apparel Brand



### Industry

Apparel & Retail

### Location

North America

### Function

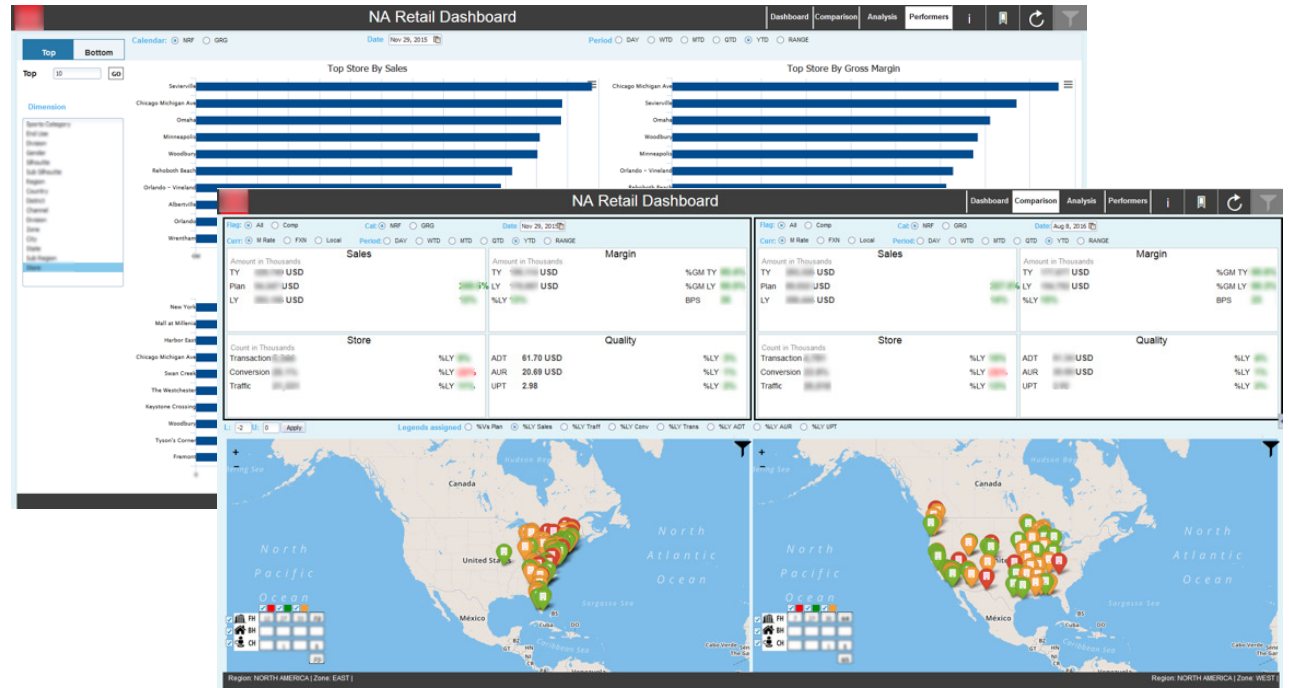
Sales

### Challenges

- Ineffective and time consuming information delivery that was not designed to provide critical insights at a glance
- Making comparisons across different sales regions/metrics and slicing & dicing by time period were tedious

### Engagement Highlights

- BI Strategy
- BI Managed Services
- Support & Maintenance
- SAP HANA Modeling
- SAP BW / BO
- Data Integration (BODS)
- Reports - Web Intelligence & Crystal Reports
- Visualizations
- Custom Extensions (VBX)
- Predictive Analytics



- Designed & implemented executive dashboard that delivered daily sales performance to executives
- Integrated KPI tiles and intuitive alert-driven maps that tracked performance metrics for planned & actual sales, traffic and conversions
- Created new SAP HANA views and optimized existing views to deliver a scalable solution with support for global integration
- Bridged the gap between dashboards and existing reports through value-added features & functions that facilitated drilldown and detailed analysis
- Leveraged Visual BI Product Extensions (VBX) for SAP Design Studio for enabling advanced capabilities