Convergytics MR^2 – Enterprise BI & Analytics Suite for Retail

Convergytics

ANALYZE!! SOCIALIZE!! MONETIZE!!

In the hyper-competitive retail industry, having a robust data strategy and a reliable analytics partner is key

Convergytics
ANALYZE!! SOCIALIZE!! MONETIZE!!

Challenges

The hyper-competitive retail industry is also among the most advanced when it comes to use of data and analytics. Can you as a company afford to fall behind?

More data coming in due to trends like Omni-Channel, IoT, Video Analytics and Bots means that there is more that can be done. What to do and how to do it effectively is the question?

Ideal Solution

MR^2 is the ideal solution

Starting with a quick enterprise BI roll-out that sets up the foundation, building scalable ML/DL solutions is easy with Convergytics & MR^2

- Building a team well-versed with the fast-changing tech landscape today is challenging
- The high learning curve both in terms of data engineering & data science is tough to scale
- A partner that understands the Retail domain is key to building a solution that works

Desired Outcomes

MR^2 is a popular solution that scalable, quick-to-deploy and cost-effective

Join top retailers from across the globe who've chosen Convergytics as their analytics partner

Effective BI and Analytics solutions that scale delivered cost-effectively

- Scalability of the solution is important as retail transactions and data sources increase everyday
- With cloud coming up as a choice, being able to deploy a cloud of hybrid solution quickly becomes imperative to minimize cost

Convergytics' MR^2 BI & Analytics Suite for Retailers

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ANALYZE!! SOCIALIZE!! MONETIZE!!

Data and Analytics Solutions that give an edge to Retailers looking for an edge over their competition

Faster Time to Market

Experience w/Enterprise BI

- Strong team that has delivered Enterprise BI roll-outs
- Sound knowledge of Retail KPIs and Data Models
- Experience with standard reports & dashboards required in Retail Domain

Scalable Solutions

Right Utilization of resources

- Scale up and scale down resources as per need
- Right mix of on-premise and cloud to minimize costs & adhere to security constraints
- We recommend only what's necessary, not nice-to-haves

Retail Domain Expertise

Proven Retail Experience

- Management team that has delivered solutions for retailers like Gap, Dell & Walmart
- Convergytics has a strong focus on Retail with 60+% of revenue coming from Retail clients
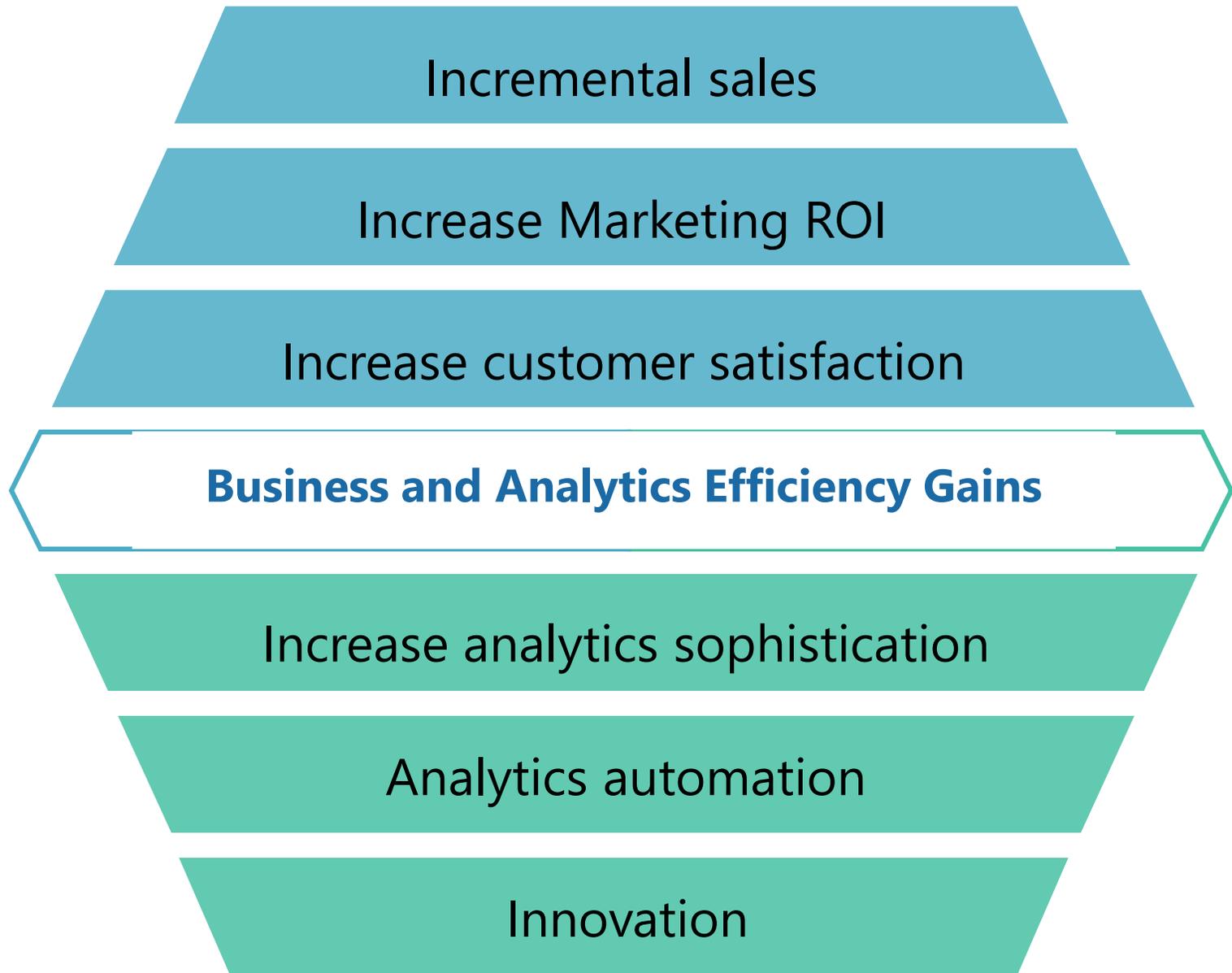
Flexible Engagements

Flexible Engagement Models

- Resource augmentation
- Staffing / FTE based model
- Contract based model
- Fixed scope projects
- Consulting Engagements

Convergytics is the partner of choice for big brands like Pantaloons, Madhura Fashion, Titan, Tanishq, Snapbizz, Swiggy, Dell, DSW, Adidas and many others. Why have you not engaged with them yet?
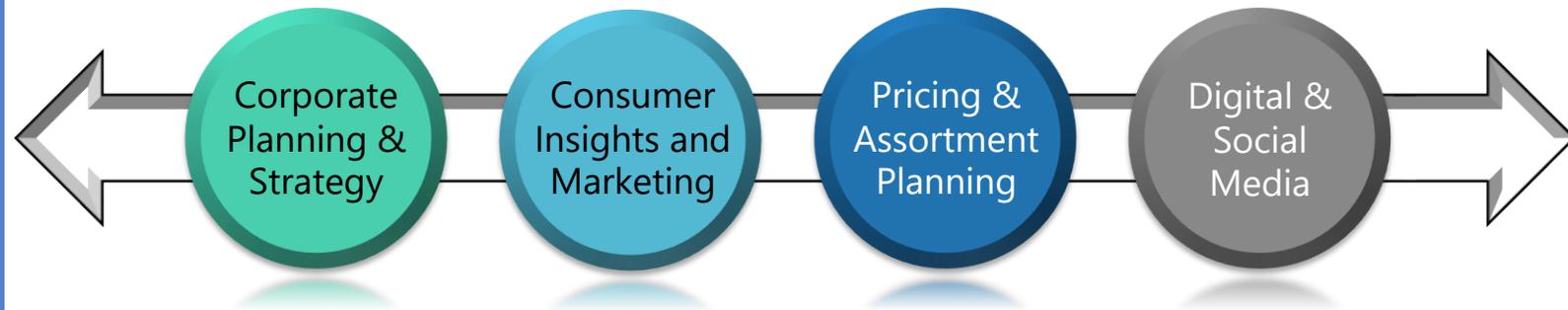
What we deliver?

We make it easier for our clients to operationalize, socialize and monetize analytics to gain business and analytics efficiency

Incremental sales

Increase Marketing ROI

Increase customer satisfaction

Business and Analytics Efficiency Gains

Increase analytics sophistication

Analytics automation

Innovation

Retail Expertise

Clients have benefited from our focus on value creation and gained a better understanding of customers to increase ROI

Super Markets

Furniture & Home Decor

Mom & Pop Stores

Fashion Retailer

Online Retailers

Specialty Retailers

Departmental Stores

Corporate Planning & Strategy

Consumer Insights and Marketing

Pricing & Assortment Planning

Digital & Social Media

Capabilities

Convergytics delivers a range of solutions across Branding, Marketing, Pricing

- Trial barrier analysis
- Brand Analysis
- Survey Analytics
- Social 360 (SMART)
- Brand growth

Marketing

- Digital Analytics Audit
- Site Optimization
- A/B Testing & MVT
- Cingularity.IO

Shopper / Consumer Insights

- Store Benchmarking
- Price Corridor Analysis
- SKU Rationalization
- Trade Optimization
- Optimize Markdowns

Brand Solutions

- Market Mix Model
- Portfolio Gap
- New Market/ Product launch
- Social 360
- Media Math

Digital Analytics

- Consumer Segmentation
- Drivers for shopper retention
- Use syndicated data to identify new segments

Pricing and Assortment

Data Management & BI

Data Infrastructure Consulting

- **Data Hosting Choice**
  - Cloud / On Premise
- **Data Environment Needs**
  - Production
  - Development/Testing Sandbox
- **Hardware Requirements for Cloud or On-Premise solution**
- **Data Solution Recommendation**
  - Microsoft/Oracle/Teradata/ Pentaho/Informatica
 - Reporting Solution stack

Data Warehouse Development

- **Data Architecture design** depending on data size, sources and usage
- **Database Schema design** and development complete with partitions, designs
- **Automate Data Load and File Ingestion Process**
- **Automated ETL Process creation** for ongoing Campaign jobs
- Setup **Reporting services**

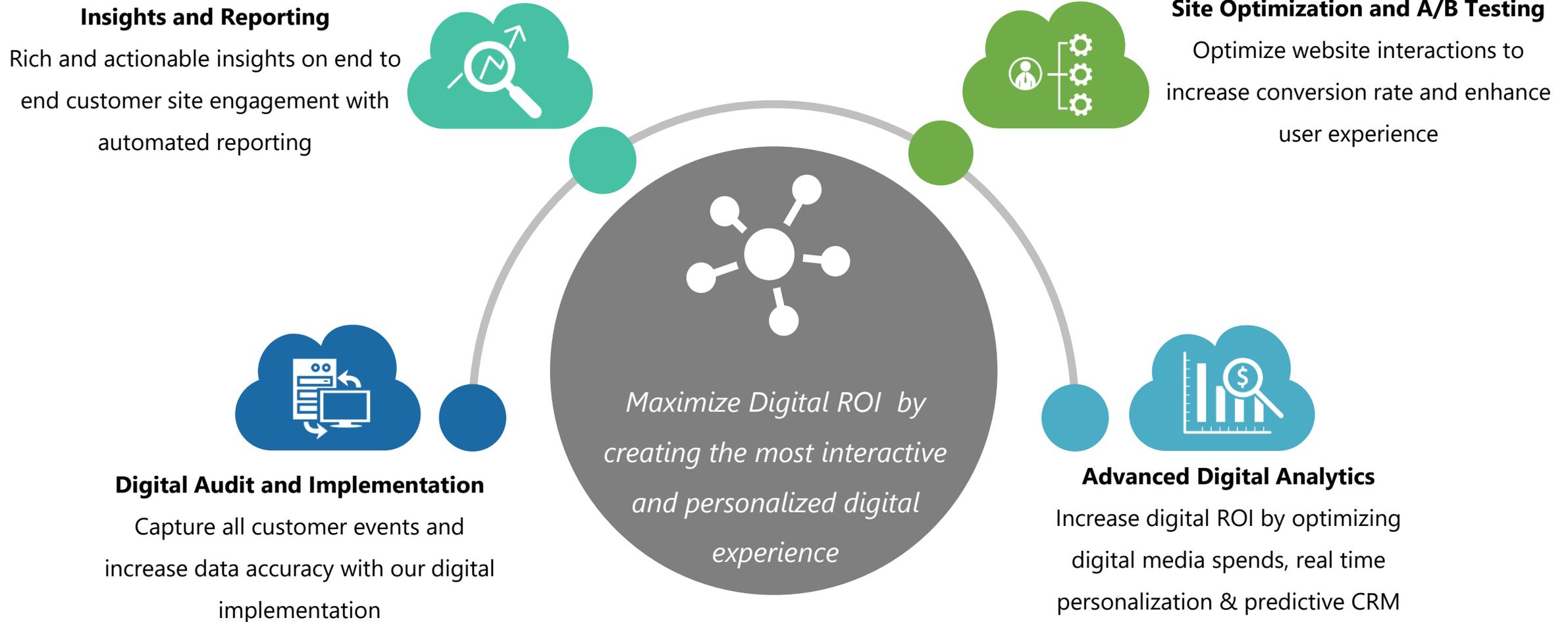## Data Maintenance & Reporting

- **Real time monitoring** and Resolution of Data Ingestion and Load Process
- **Database tuning and** performance improvement
- Maintenance, Enhancement and Upgrade projects
- Creation and maintenance of **SSRS and Cube Report**
- **Power BI Reports and Dashboards combined with SSAS / AAS**

Convergytics

Sales Analysis dashboard for a departmental store retailer

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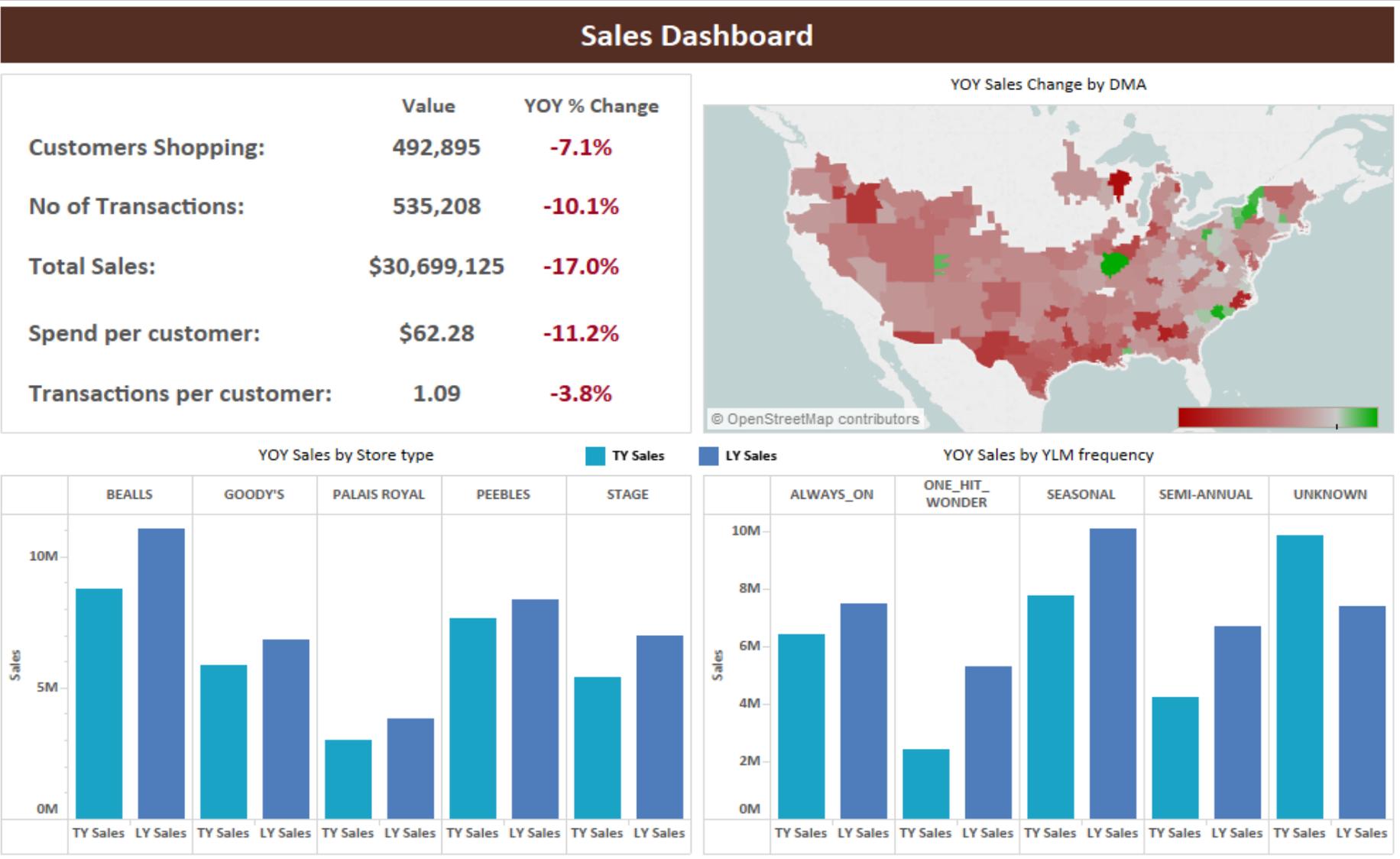
Digital Analytics Offerings: *Helping clients move from "Ground Zero" to "Analytically Sophisticated"*

Insights and Reporting

Rich and actionable insights on end to end customer site engagement with automated reporting

Site Optimization and A/B Testing

Optimize website interactions to increase conversion rate and enhance user experience

Maximize Digital ROI by creating the most interactive and personalized digital experience

Digital Audit and Implementation

Capture all customer events and increase data accuracy with our digital implementation

Advanced Digital Analytics

Increase digital ROI by optimizing digital media spends, real time personalization & predictive CRM

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Experience across Industries

Partnership/Direct	Client	Digital Audit	Implementation	Reporting Automation	A/B Testing	Advanced Analytics
Direct	Town Shoes			●	●	●
Direct	Adidas			●		
Direct	DSW	●	●	●		
Partnership	Fashion Retailer	●				
Direct	Desire List	●	●	●		●
Direct	ToYo	●	●			
Partnership	Furniture Retailer	●				
Partnership	Wireless Provider			●		
Partnership	Entertainment			●		
Direct	Cox	●	●	●		

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Dashboards to review website performance
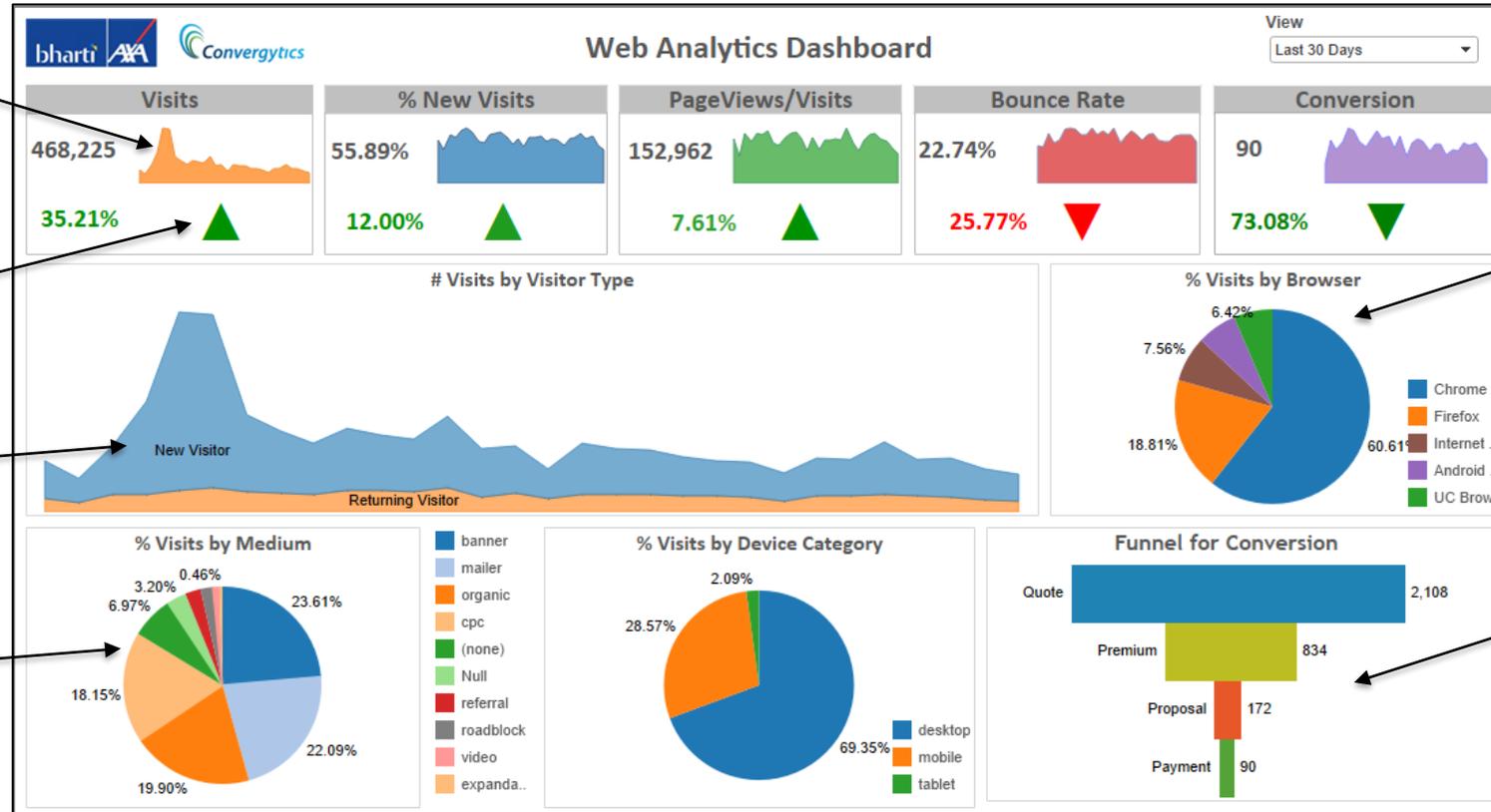
Key Metric Trends

QoQ/WoW Compare

Trends by Visitor Type

Contribution by Source

Browser View

Funnel View

town shoes
for the love of shoes

DSW
DESIGNER SHOE WAREHOUSE®

- Client since November 2015
- Team of 2 Analysts
- Areas of Work: Digital Analytics & Forecasting

Goals

- Fix digital analytics tool implementation to ensure #s are reliable and accurate

- Create critical online analytics reports that drive business decision-making

- Support team in business planning by building forecasts

Key Findings

- Conducted digital audit to identify & fix key gaps within GA / Omniture

- Updated classification files & setup unique loyalty id

- Built 7 key dashboards to support critical business review meetings

- Built traffic and sales forecast for 4 brands and worked with team to benchmark it with actuals

Benefits and Impact

- Variance between GA and Omniture brought down from 12% to 7% (WIP)

- Loyalty program was tracked using the unique id setup resulting in 20% increase in investment

- Automated reports to bring down report-development time from 22 man-hours to 7 man-hours

OMNITURE®

Google Analytics

Google Tag Manager

Adobe Adobe® Dynamic Tag Management

ExactTarget.
a salesforce.com company

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Illustrative Digital Audit Findings

Sl. No	Category	Issues Found	Impact	Severity
1	Tags	Missing Tags	Under-represent #s	High
2	Tags	Duplicate Tags	Overrepresent #s	High
3	Errors	JS Errors on several pages	Poor User Experience	High
4	Page Tracking	Pages not categorized appropriately	Unusable Pages Report	High
5	Page Tracking	Parameters coming as part of the variable set	Unusable Pages Report	High
6	eComm	Incorrect currency	Inconsistency with Finance #s	High
7	eComm	# of Orders and Units not getting captured across brands	Inconsistency with Finance #s	High
8	eComm	Revenue #s - Not matching between tools	Unreliable #s	High
9	Product Tracking	SAINT Classification not updated	Product Hierarchy Report unusable	High
10	Channel Report	Inconsistent labeling of different campaigns by vendors	Unusable Channels Report	High
11	Features	Global Profile not created	Unique Visitors across sub-domains not tracked	High
12	Tags	Tags directly implemented (not via Tag Manager)	Maintenance difficult	Medium
13	Tags	Spurious Tags (from prior tools) left behind	Data Security Issue	Medium
14	Tags	Tags not placed at the top of the page	Under-represent #s	Medium
15	Tags	Tags not firing correctly (on all pages)	Under-represent #s	Medium
16	Tags	Not capturing key elements appropriately	Unclean Data	Medium
17	Speed	Page Loading very slowly	Poor User Experience	Medium
18	Form	Not tracking key form elements	Possibilities of richer data	Medium
19	Form	Not capturing form elements properly	Possibilities of richer data	Medium
20	Search	Internal Search - Search term data not being captured	Internal Search Reports unusable	Medium
21	Channel Report	Key variables not getting populated	Unusable Channels Report	Medium
22	Features	DTM not being used	Maintenance difficult	Medium
23	Features	Data Layers not being used	Maintenance difficult	Medium
24	Search	Search Results Page - Repeat Term not being captured	Internal Search Reports unusable	Low
25	Social / Ext Links	Social and External Links are not getting tracked	Some reports not usable	Low

Optimize site merchandising to deliver $1.7 Million impact

What?

- We performed analysis on category sales & margin in online & offline channels to identify the right sort order

- Designed 2 additional categorization options based on RPV and MPV

Categories	Revenue	Margin	Visitors	Orders	Rev Rank	Mar Rank	RPV Rank	MPV Rank	Conv Rank
Cameras	$ 3,222,222	$ 966,667	121,211	7,442	3	2	1	1	3
DVD Players	$ 2,212,111	$ 376,059	323,253	25,138	5	4	5	5	2
Gaming Systems	$ 1,212,121	$ 303,030	1,132,355	3,367	6	6	7	7	7
Handsets	$ 112,122	$ 11,212	223,232	505	8	8	8	8	8
Laptop Accessories	$ 5,232,323	$ 627,879	2,323,257	113,746	2	3	6	6	4
Phones	$ 2,303,443	$ 345,516	222,121	10,238	4	5	3	4	5
Speakers	$ 232,222	$ 46,444	23,232	2,903	7	7	4	3	1
TVs	$ 8,992,322	$1,798,464	433,435	12,846	1	1	2	2	6

Original Sort

Recommended Sort Options

How?
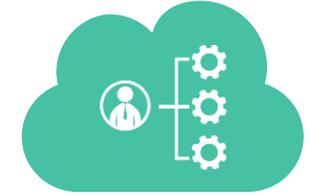
- Worked with IT & design team to get specific web-page designs created

- Test revealed Recipe B (RPV) had a 13% lift in conversion and the Recipe C (MPV) had a 9% lift in conversion & 18% lift in margins

- Recipe# C was implemented creating a US$1.7M margin impact

OMNITURE. SiteCatalyst.

OMNITURE. Test&Target.

OMNITURE. Insight.

Impact

Optimized site merchandising for a leading technology solutions company to deliver US$ 1.7M impact

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