



# Discover Ways to Acquire and Retain More Customers



Retina – Sonata Retail Analytics Solution

Product Engineering  
Enterprise IT Services  
Technology Infrastructure





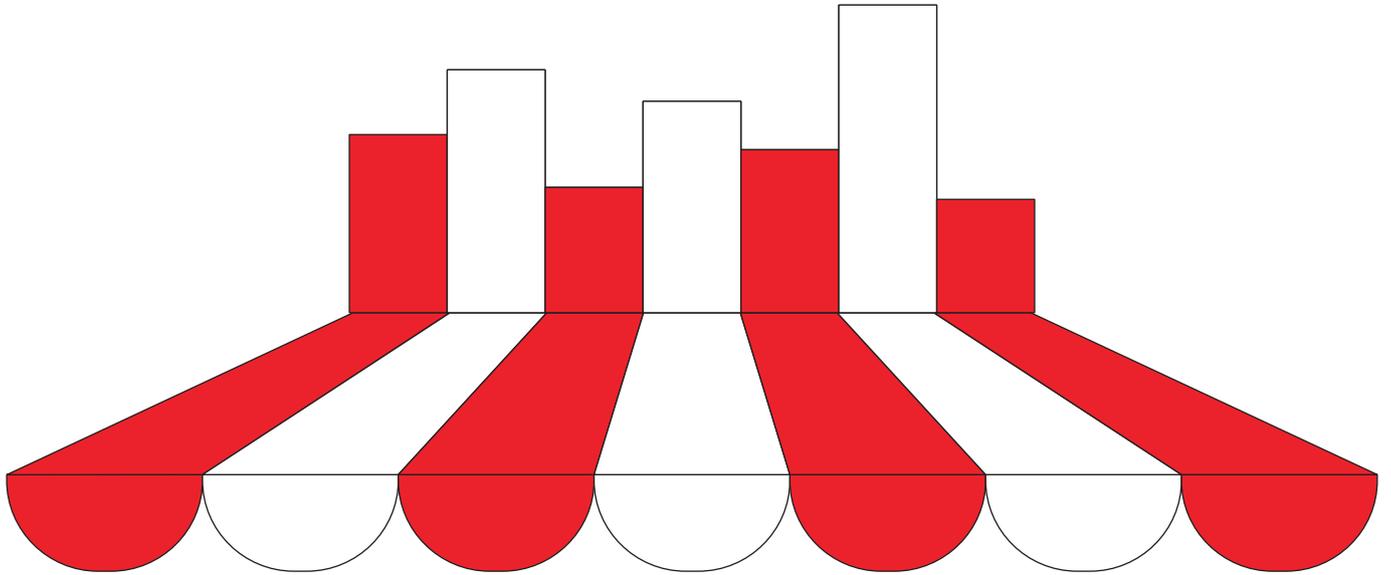
# The Basket of Challenges

## FUNCTIONAL/BUSINESS

- **Loyalty and Promotions**—What promotions and offers do we employ in each store?
- **Customer behavior**—Is there a way to track online shopping patterns and personalize offers?
- **Assortment Optimization**—How do we decide on the assortment composition?
- **Demand Forecast**—How do we ensure that we never go out of stock or have excess inventory?

## NON-FUNCTIONAL/TECHNICAL

- How do we achieve the single version of truth?
- How do we get an enhanced 360 degree view of the customer?
- How do we put the BI tools directly in the hands of the end users?
- How do I reduce the overall cost of ownership of my big data solution?



# Retina — Sonata Retail Analytics Solution

Retina delivers valuable business insights to retailers, thereby helping them to take the right decisions.

- Ready-to-deploy analytics solution
- Integrates with the customer's POS & Loyalty systems
- Insights driven retail marketing
- 70+ KPIs/pre built reports to address retail business
- Advanced algorithms to understand and engage better with customers

# The Bouquet of Benefits



## **CUSTOMER CENTRIC**

- Loyalty/retention increase
- 360 degree view of the customer
- Identification of customer preference
- Churn prediction



## **E-COMMERCE**

- Web analytics
- Real time recommendations



## **STORE CENTRIC**

- Effective merchandising strategies
- Store performance tracking



## **SALES & MARKETING**

- Upsell/cross sell through recommendation engine
- Increase in campaign performance
- Personalized promotion
- Sales trend analysis
- Customer loyalty scores

# Retina Solution Highlights

1

## INFRASTRUCTURE

- Built on Microsoft stack as well as open source
  - big data stack
  -
- Cloud model as well as on-premise model options available

2

## DATA INTEGRATION

- Data integration layer has been built from the
  - staging layer onwards, reducing time for
  - deployment by more than 50%
  -
- Inbuilt connectors built for Dynamics AX

3

## FUNCTIONALITY

- Inbuilt algorithms to solve your critical business
  - problems including recommendation engines,
  - affinity analysis, clustering algorithms and natural
  - language processing, etc.
  -
- Key Retail KPI's like RFM analysis, Top 'N' reports, 360 degree customer visibility enabled

4

## EASE OF USE

- Self Service BI enabled through Power BI (can be
  - enabled for other off the shelf tools like Tableau
  - & QlikView)
  -
- Mobile version enabled for iOS, Android & Windows

# Sample Dashboard



# Customer Success

BI and Analytics Solutions for a Leading National Retailer of Health and Personal Care Products.

## BUSINESS CHALLENGES

- To create an actionable decision support system and drive insight from customer behaviour.
- Upsell/cross sell dynamically to consumers—at the billing counter—based on basket, customer buying trends and data gleaned from loyalty.
- Plan and measure the effectiveness of all marketing campaigns to ensure higher returns.
- Dynamic promotions to loyal customer based on specific rules.
- Implementing a predictive analytics retail solution without altering the existing ERP and POS systems

## SOLUTION HIGHLIGHTS

- Big data based solution to facilitate structured and unstructured data.
- Built on Cloudera Hadoop on AWS.
- Usage of Sqoop for data integration.
- Data extraction from backed ERP and POS systems.
- Reports built using D3JS and flexibility of using Power BI.
- Recommendation engine to increase personalization.
- Other value additions included

## IMPLEMENTATION OUTCOME

- Increase in footfall by 5 % and conversion ratio by 3%.
- 80+ retail specific KPIs covered, 32000 SKUs analysed.
- Advanced algorithms for data mining.
- Dashboard/reports, product tracking and managing alerts.



### **ABOUT SONATA SOFTWARE**

Sonata Software is a global IT services firm focused on catalyzing transformational IT initiatives of its clients through deep domain knowledge, technology expertise and customer commitment. The company delivers innovative new solutions for Travel, Retail and Consumer Goods industries by integrating technologies such as Omni-Channel Commerce, Mobility, Analytics, Cloud and ERP, to drive enhanced customer engagement, operations efficiency and return on IT investments. A trusted long-term service provider to Fortune 500 companies across both the software product development and enterprise business segments, Sonata seeks to add differentiated value to leadership who want to make an impact on their businesses, with IT.

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