

AutoQL in the Sports-Apparel Retail Space



ROI

AutoQL, a leading self-service analytics solution, helps retailers reduce data access bottlenecks and deliver key insights to more people, more efficiently.

By implementing AutoQL, the Merchandising (GMT) and Product Creation (PC) teams were not missing trends or product opportunities and were able to maximize optimal inventory levels.

KEY METRICS

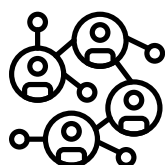
40%
Productivity
gain



342%
Increase in
revenue gains



460%
Reduction
in costs



OPPORTUNITY

A leading Retail Sports-Apparel Company had a specific goal. They wanted to leverage historical and real-time business data and they needed a solution that would bridge the gap between the data they needed in-the-moment and what they were able to access quickly.

CHALLENGE

The Merchandising team was using a popular Business Intelligence tool for dashboarding, but its usability for non-technical business users was limited. The Retail Sports-Apparel Company had access to outsourced analysts, but it regularly took 4+ weeks to get a specific data report.

SOLUTION

With AutoQL, Analysts didn't have to pull and fetch information for GMT and PC, increasing their capacity to work on other projects. GMT and PC were able to quickly access specific data and make data-backed business decisions, enabling them to stay ahead of the pack as both leaders and innovators in the retail sector.