

# Customer Analytics For Leading Music and Culture Clothing Retailer



## THE CUSTOMER

Our client is a retail chain specializing in music and culture-related clothing and accessories, as well as licensed music. The majority of the stores are located in regional shopping malls



## THE CHALLENGE

The client was facing the following challenges:

- The existing reporting infrastructure of the client was unable to support On-Demand reporting and the lack of a matured Business Intelligence (BI) platform combined with Data opacity led to huge cost implications
- The existing solution did not provide an integrated reporting solution that would enable CRM & Digital Marketing department to understand and develop customer insights
- The existing setup did not provide the client a means for communicating and visualizing complex information quickly

A need was felt to transform information and data into rich data visualization that will enable business users at every level to receive information that they need to make better decisions through insights that improve business performance.

# OUR SOLUTION

- Improved Productivity & Reduced TCO with Cloud BI: Aspire proposed the use of a **cloud based BI platform** that would fulfill the clients expectations and at the same time does not involve huge capital expenses in terms of BI software licenses. This would enable the client to increase or reduce the user licenses based on usage needs.
- Interactive & Engaging Business Insights:
  - Designed and developed individual department specific **data marts** for the client.
  - Created a **meta data layer** that enabled end users to create ad-hoc reports on-demand.
  - Designed and developed an **Extract, Transformation, and Load (ETL)** framework that provides for periodically extract, transform the source data using business rules, and integrate data from diverse data sources into time-variant databases that can be used for query & reporting.



## ■ Some of the key reports developed as part of the solution:

- **Attrition and Migration Report** - Helps to understand customer ranking movement which is based on sales metrics for a defined time period.
- **Recency, Frequency and Monetary Report** – Enables identifying, categorizing and quantifying customers into segments based on various user-defined or selected criteria which can then be used as the target segment for promoting new campaigns. Some of the key data points used for defining the criteria to identify the target segment were:



Brand



Customer Age



Customer Gender



Product UDA(s)



Location UDA(s)



# of Orders  
(Frequency)



\$ Spend  
(Monetary)



Recency (Days)

- **Web Sales Report** – Provides a weekly recap of sales across brands that happened using the ecommerce site split down by:
  - ✓ Sales by state and city, zip and aggregated by WTD, MTD, QTD, YTD
  - ✓ Number of orders are from repeat customers

- Metric-intelligent diagrams were created to accelerate decision-making by bringing more information to the forefront where users can hover over a metric to additional context information

# TECHNOLOGIES



## WHY ASPIRE ?

- Delivering technology-driven business solutions for more than 16 years
- 2000+ employees, 100+ active customers
- Right sized partner with best in class productivity and processes
- Producteering™ – Our approach to build great software and applications consistently
- End-to-end delivery capability with right mix of technology and domain skills
- CMMi Level 3, ISO 27000 and ISO 9001:2008 certified
- Centers of Excellence in Cloud, Mobility and Big Data



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