

## D&A TRANSFORMATION TALES

# Smart Reporting and Dashboards Empowers a Global Retailer to Make Smarter Business Decisions



## BACKGROUND

Our client is a prominent retail chain specializing in home furnishing and decorative products, offering an extensive range of over 1,500 national and international brands. With a significant presence in regional shopping malls and a well-established e-commerce website, our client proudly caters to a diverse customer base. As the business grew, managing shipments, deliveries, and logistics became increasingly complex, highlighting the need for a robust and efficient analytics solution.

The client's existing application for shipment and delivery management faced several limitations that hindered operational efficiency and customer satisfaction:

- The client's web-based application lacked web-based capabilities leading to limited accessibility and usability.
- The applications did not offer provisions for product upgrades. With less frequent updates, it was difficult to incorporate new features and improvements.
- The applications could not be hosted as a cloud service, preventing the client from leveraging the scalability, flexibility, and cost-effectiveness of cloud computing.



## BACKGROUND

- Hindered transparency and timely communication regarding shipments and deliveries.
- The lack of comprehensive analytics capabilities prevented the client from making smart and efficient operating decisions, leading to potential inefficiencies in logistics and resource allocation.
- Both scheduled and ad-hoc reports could not be easily generated, limiting the company's ability to gain insights and make data-driven decisions.



## SOLUTION

Our experts collaborated closely with the client to understand their unique requirements and develop a tailored solution to address their shipment and delivery analytics needs. The solution comprised:

- **Web-based Application:** A web-based application designed to be hosted as a cloud service, ensuring accessibility from any location and enabling seamless integration with the client's existing systems.
- **ETL Scripts:** Robust ETL (Extract, Transform, Load) scripts were developed to load shipment and delivery data from various sources, including reading endpoints and gateways, ensuring data integrity and consistency.
- **Customizable Dashboards and Widgets:** Interactive and customizable dashboards and widgets were implemented, enabling users to visualize and analyze shipment and delivery data in a tailored and intuitive manner.
- **Comprehensive Reporting Framework:** An advanced reporting framework was developed, catering to both ad-hoc and canned reporting needs, allowing for flexible and comprehensive data exploration.
- **Operational Support:** Aspire Systems provided operational support to monitor and maintain the ETL scripts for 36 months after go-live, ensuring the solution's continuous performance and reliability.



## TECHNOLOGY SNAPSHOT

- Microsoft SQL Server 2012
- Microsoft GP
- Power BI for Visualization



## BUSINESS BENEFITS

- Improved Customer Experience
- Operational Efficiency
- Data-driven Decision Making



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