

## **Case Study: Data mining application for a Fashion Retailer**

### **The Client:**

A Central London fashion retailer has three locations within 3 miles of each other. They sell high end fashion goods to wealthy, discerning clients.

---

### **The Challenges:**

Their point of sale (POS) system gave them a lot of information but they were unable to easily consolidate the information and get a companywide picture of their business.

So they turned to BIRetail to help them consolidate information to facilitate effective decision making.

---

### **The Solution:**

BIRetail solution was deployed with a robust Extract-Transform-Load (ETL) interface, scheduled to auto-run post midnight every day, which uploads the MS-Access databases containing POS transactional data from each store. Subsequently, the data was loaded into a centralized data warehouse. Stock valuation calculation and profit per transaction calculation algorithms were implemented.

A demand-supply based Pricing Control mechanism was devised to prompt for dynamic price changes. An end-to-end solution provided for Price Change, including update of new prices to each store level electronically.

An inter-store Stock Leveling algorithm was implemented, to evenly distribute stocks across stores, based on historic sales patterns.

Incisive Information reports were designed to provide executive level decision making, relating to Inventory management, Store performances, Sales and Purchase Patterns.

### **Benefit:**

- After a successful implementation of BIRetail, they were able to get a 360 degree view of all their branches on demand.
  - With ZERO human intervention, the End-of-Day routine enabled assimilation of all Store Data into a centralized data warehouse.
  - Within a year of implementing BIRetail, they had opened another branch. They then switched POS suppliers (as their old supplier could not provide chip-and-pin functionality) but retained BIRetail.
  - The head office staff and management hardly realised that the POS system had been changed as the transition from the old to the new POS was handled flawlessly by BIRetail.
  - There was no new learning involved and all their historic data was retained.
- 

### **Technologies:**

- Microstrategy
  - Microsoft .Net Framework 2.0
  - MS-SQL Server
  - SQL Server Integration Services
-