



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

## CASE SUMMARY

### Need

Driving incisive insights, having a lack of actionable decisions support system and a system to prevent stock-ups and pile-ups

### Solution

Provision of a complete range of BI and customer analytics solutions that comprised data integration, data analysis and self services

### Benefits

Equipped with sharp and comprehensive insights, the retailer drove more effective campaigns and targeted promotions and improved its understanding of customer preferences and purchasing behavior

Product Engineering  
Enterprise IT Services  
Technology Infrastructure



DEPTH MAKES A DIFFERENCE

## BUSINESS CHALLENGE

- Decreased repeat purchases and in-store conversion rates
- Lack of an Identification system for poor selling products and stock keeping units (SKUs) at the store level
- Inefficient shelf space allocation to improve sales and gross margin percentage
- Inability to transform existing campaigns into more effective loyalty based initiatives to create brand loyalists
- Lack of a measuring system for the effectiveness and ROI of promotional campaigns to increase their productivity

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## SONATA'S TECHNOLOGY SOLUTION

Sonata's solutions offered the retailer the capabilities to capture integrated point of sale (POS) and loyalty data through its POS screens. In addition, there was also:

- Facilitation of data mining at the database level
- Routing of data to an Oracle MMS which stored loyalty information
- Provision of retail scorecards to evaluate and improve company's performance

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## BUSINESS BENEFITS

- Increased sales and revenues, driven by a 5% increase in footfall, 3% increase in conversion ratio, and growth in volume of goods purchased
- Improved segmentation of customers, and better identification of customer preferences, based on their demographics and buying history
- Smarter merchandising strategy based on a clear understanding of better performing brands, products and categories
- Better inventory management with effective product placement on shelves
- Easy identification and launch of campaigns, avoiding promotions on products with high affinity



## 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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