



# Building an Analytics Foundation to Consolidate Data across BI Platforms for Strategic Decision-Making

## CLIENT

**A leading US-based  
Athleisure retailer**

## INDUSTRY

**Retail**



## BUSINESS IMPACT

- Improvement in **speed-to-insights** through consolidation of insights
- Role-wise **Democratization** of insights across business functions



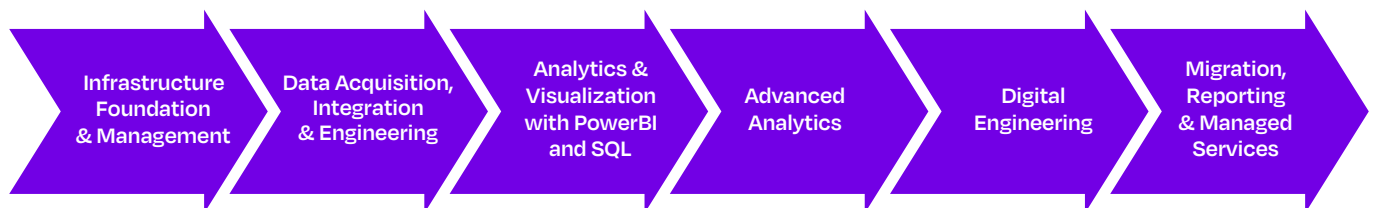
## BUSINESS REQUIREMENT

The client is a leading athleisure retailer in the US. Decision-making in the organization was very siloed and distributed across multiple stacks including PowerBI, Qlik, Teradata, Oracle, SQLs with over 1400 reports. **Consolidating data across key business functions like Marketing, Finance, and Merchandising functions to enable strategic decision-making was a huge challenge.** The client was looking to engage an analytics consulting company that would partner in the entire strategy-through-execution journey of insights integration.

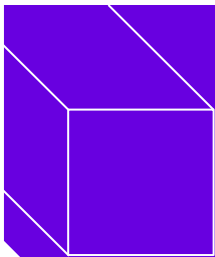
## C5i Solution Approach



- C5i implemented an Analytics foundation program to enable the client to achieve their end goal. Our approach included:



## CLIENT TESTIMONIALS



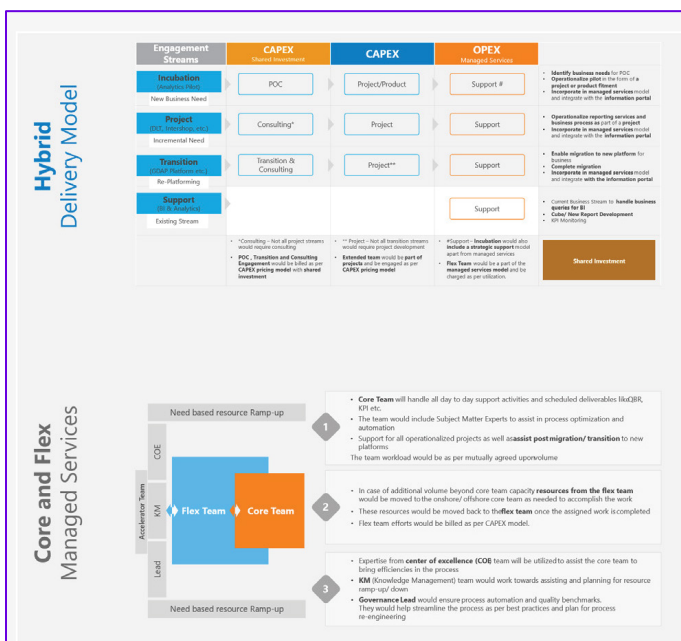
The C5i evaluation and recommendation model is helping us shape the market with effective Cost of Development and Operation Efficiency.

**- Marketing Head, Athleisure company**

# OUTCOMES

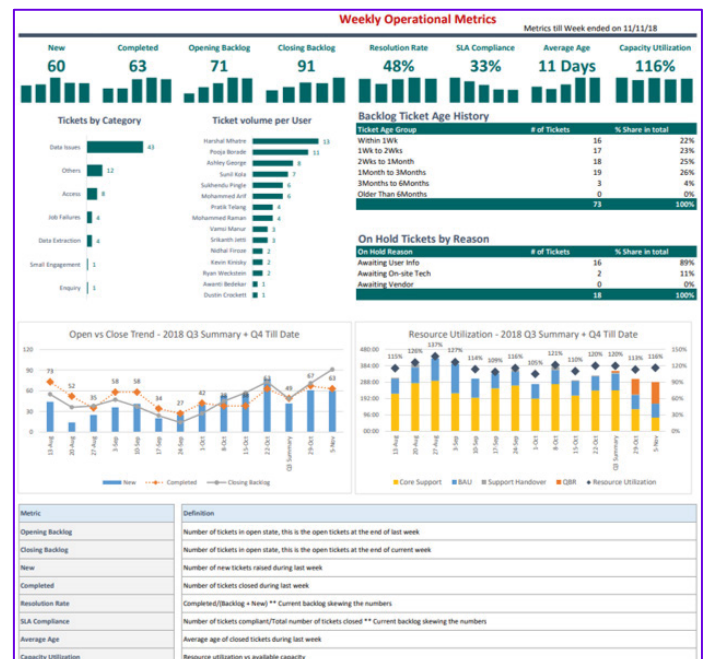
- Platform evaluation & right-fit recommendation
- Visualization dashboards across Marketing, Finance, and Merchandising
- Increasing Data value: Focus on transition from distributed initiative offers to full-solution experience, Data Governance and Knowledge Management
- Optimized costs for Development & Operations Efficiency and improved Adoption

## Hybrid Delivery Model and Core and Flex Managed services



- Core models employed in delivering the need-based resource ramp up

BI support for the athleisure company, in terms of weekly operations metrics



# About Us

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of AI-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.



[www.c5i.ai](http://www.c5i.ai)

