

Accelerating Data-Driven Decisions with a Smart, Scalable QuickSight Dashboard

CLIENT

A multinational
E-commerce company in
the US

INDUSTRY

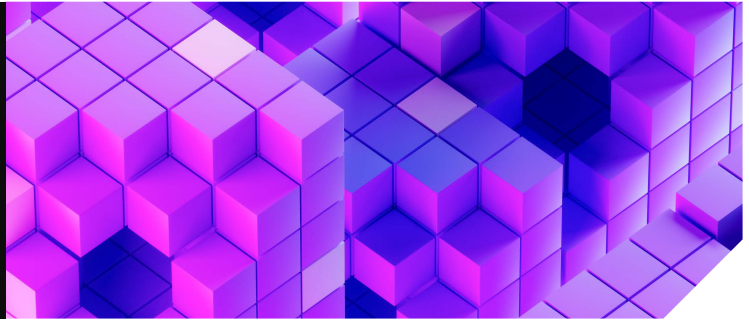
Retail



BUSINESS OBJECTIVE

The client initiated the development of an end-to-end QuickSight dashboard designed to support 23 markets in C5i's environment. This solution mirrors the functionality and design of the corresponding XCM dashboard currently running in the client's environment. The objective was to enable stakeholders and business personnel to quickly analyze key performance indicators (KPIs) and make data-driven decisions through an intuitive and visually engaging dashboard.

C5i'S SOLUTION APPROACH



- Replicated the existing QuickSight dashboard currently in the client's environment in terms of design, functionality, and applicability
- Integrated multiple data sources, ensured timely updates, maintained stringent security measures, conducted quality control checks on dashboard data, implemented timely refreshes, and applied necessary transformations to support the creation of a dynamic and accurate dashboard
- Created a seamless and responsive dashboard experience for client-side stakeholders post transition from the client's environment to C5i's environment
- The client's XCM team used a few pre-approved use cases to leverage the OpenID, and the client's IT team assessed and reviewed before launch
- SSO implementation was carried out through OIDC against the URL endpoints provided by the client



BUSINESS IMPACT

- Ensured seamless interaction with the UI of the QuickSight dashboard through Single Sign-On (SSO) for the client
- Designed a user-friendly experience with responsive and always-on filters
- Implemented scalability and flexibility to accommodate various use cases based on the client's priorities and requirements
- Maintained stringent security measures to protect both the data and the platform

SNAPSHOTS OF THE DASHBOARD

QuickSight

Global Retail-Prime Brand Tracker 2.0 / Original dashboard

Welcome | Continuous Tracker Scorecard | Pulse Tracker Scorecard | Ad Hoc Scorecard

Global Retail-Prime Brand Tracker Dashboard

Welcome to **Global Retail-Prime Brand Tracker** dashboard.

DASHBOARD OVERVIEW:
This self-service solution generates reports for Amazon within the local category and/or Prime as a subscription service in the marketplaces currently serviced by XCM. Our coverage currently includes 11 markets in the Continuous tracker and 12 markets in the Pulse tracker.

Continuous Tracker

Marketplaces Covered

1. United States [US]
2. United Kingdom [UK]
3. Germany/Austria [DE/AT]
4. Japan [JP]
5. France [FR]
6. Italy [IT]
7. Spain [ES]
8. Canada [CA]
9. Mexico [MX]
10. Australia [AU]
11. Brazil [BR]

Pulse Tracker

Marketplaces Covered

1. United Arab Emirates [AE]
2. Kingdom of Saudi Arabia [SA]
3. Egypt [EG]
4. Turkey [TR]
5. Singapore [SG]
6. Ireland [IE]
7. Netherlands [NL]
8. Sweden [SE]
9. Poland [PL]
10. Belgium [BE]
11. Switzerland [CH]
12. Portugal [PT]

SUPPORT:
Please click [here](#) for user guide for Global Retail Tracker Dashboard
If you have any questions, encounter issues, or require assistance, please reach out to XCM RBT Team –
https://w.amazon.com/bin/view/WW_Brand_Tracker/Dashboard/
RBT Alias: xcmi-rbt-support@amazon.com

DEMO TUTORIAL:


REPORT-GENERATING INSTRUCTIONS:

QuickSight

Global Retail-Prime Brand Tracker 2.0 / Original dashboard

Welcome | Continuous Tracker Scorecard | Pulse Tracker Scorecard | Ad Hoc Scorecard

Global Retail-Prime Brand Tracker Scorecard - Continuous Tracker

Marketplaces

01. US

Interval

☐ Monthly Reporting TTM (New)

☒ Quarterly Reporting TTM

☐ Yearly Reporting TTM (New)

Metrics

☒ 1. Retail Upper Funnel and Perceptions - Amazon Only

☐ 2. Retail Upper Funnel and Perceptions - Amazon and ICs

☐ 3. Membership Upper Funnel and Perceptions - Amazon Prime Only

☐ 4. Membership Upper Funnel and Perceptions - Amazon Prime and ICs

☐ 5. Amazon Purchase Barriers

☐ 6. Amazon Prime Signup Barriers

☐ 7. Amazon Prime Benefits Association

☐ 8. Retail Gap Analysis

☐ 9. Membership Gap Analysis

Segments

01. Total Online Population

Time Period

2024 Q1 (Feb TTM)

Metrics Group

All

Stat Testing

☒ 2. Total vs. Segments

☐ 3. Selected TTM vs All other TTMs

Filters applied to scorecard

- Scorecard type - 1. Retail Upper Funnel and Perceptions - Amazon Only
- Stat test option - 2. Total vs. Segments
- Download type -Download with stat test indicator with 0 decimals

Download Type

☒ Download with stat test indicator

☐ Download without stat test indicator

Decimals

0

DOWNLOADING YOUR REPORT Step 1: Select the download type, desired decimals. Step 2: Hover the mouse cursor onto the scorecard table and locate the three-dot button in the right upper corner. Step 3: Click "Export to Excel" and save the file in desired location.
Please note: Due to current limitation in QuickSight, while exporting data to excel, the statistical cell highlights are lost. However statistical indicator (▲▼) will be downloaded.
STAT TEST NOTE Dark grey cell highlights / ▲ indicates brand scores are higher than Amazon / Amazon Prime scores. Light grey cell highlights / ▼ indicates brand scores are lower than Amazon / Amazon Prime scores.

Download Type

Download with stat test indicator

Download without stat test indicator

Decimals

0

DOWNLOADING YOUR REPORT ⚡

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		01. US				
		Amazon				
		01. Total Online Population	02. NAC	03. NPA	04. PM	05. Total Brand Customers
		2024 Q1 (Feb TTM)	2024 Q1 (Feb TTM)	2024 Q1 (Feb TTM)	2024 Q1 (Feb TTM)	2024 Q1 (Feb TTM)
Upper Funnel	Base - Total (U/A) (N)	13692	746	4247	8698	12946
	Total Unaided Awareness	80%	31% ▼	75% ▼	86% ▲	82% ▲
	Base - Total	13692	746	4247	8698	12946
	Total Awareness	100%	95% ▼	100%	100%	100%
	Shopped (P1M Visit)	82%	8% ▼	74% ▼	93% ▲	87% ▲
	Purchase Intent (N1M)	75%	6% ▼	61% ▼	88% ▲	79% ▲
	Base - Among Customers		4247	8698	12946	
		NPS		35	67	57
SEM Factor	Retail: Attribute					
Base	Base - Aware of Brand	13656	710	4247	8698	12946
	Makes a difference in my life	74%	19% ▼	63% ▼	84% ▲	77% ▲
Enriches My Life	Is innovative	80%	38% ▼	73% ▼	85% ▲	73% ▲

QuickSight

Global Retail Tracker 2.2 / Q1 Original dashboard (modified)

Welcome

Continuous Tracker Scorecard

Pulse Tracker Scorecard

Ad Hoc Scorecard

Download Type

Download with stat test indicator

Download without stat test indicator

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		01. US			
		Amazon	Costco	Target	Walmart
		01. Total Online Popul	01. Total Online Popul	01. Total Online Population	01. Total Online Population
		2024 Q1 (Feb TTM)	2024 Q1 (Feb TTM)	2024 Q1 (Feb TTM)	2024 Q1 (Feb TTM)
Upper Funnel	Base - Total (U/A) (N)	13692	13692	13692	13692
	Total Unaided Awareness	80%	9%	44%	67%
	Base - Total	13692	6102	6081	6064
	Total Awareness	100%	90%	97%	99%
	Shopped (P1M Visit)	82%	34%	47%	78%
	Purchase Intent (N1M)	75%	34%	45%	73%
	Base - Among Customers				
		NPS			
SEM Factor	Retail: Attribute				
Base	Base - Aware of Brand	13656	1513	1516	1527
	Makes a difference in my life	74%	48%	49%	61%
Enriches My Life	Is innovative	80%	54%	56%	60%

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

