

eComm Business Performance Measurement for a Technology Client



Client

Technology client in US

Industry

Information Technology

Business Impact

- Intelligence into top performing products, channels, content and marketing initiatives for enhanced ROI
- YoY worldwide revenue uplift and a greater increase for some regions during the holiday season
- Considerable FTE hours saved through automation and optimization in the first few months of process transition
- Improvement in internal stakeholder satisfaction

Business Challenges

To build a decision engine ecosystem for the leadership team, to provide them visibility into the performance of key business KPIs and real time intelligence for accelerated decision making

Approach

- Workshops were set up with the Sales, Marketing, Merchandizing, 4P and eComm strategy teams to finalize the KPIs and freeze the 30, 60 and 90-day plans
- Deployed a team of BI consultants, developers, data engineering experts and solution architects to put together a solution framework
- Data pipelines were studied to collect and process data from a variety of sources like SAP (Sales and Call centre) and different media and digital platforms, which enabled the backend infrastructure to support the BI execution
- Extensively focused on the data governance best practices to ensure the quality of data
- Detailed validation SOPs were set up, which were automated over a period of time to enable real time reporting. Accuracy rate of > 98% in the 1st quarter of the launch

Outcome

- Web-based, dynamic dashboards updated for real-time visibility into performance of KPIs
- Integrated highcharts for intuitive intelligence
- Mobile responsive views for on the go consumption of BI
- Scalable architect to incorporate changing business needs, such as addition of new B2B routes such as marketplaces
- AI enabled automated insights generation for the regional business review meetings
- Enabled hourly snapshots via emails during the business critical holiday campaign days

About Course5 Intelligence

Course5 Intelligence enables organizations to make the most effective strategic and tactical moves relating to their customers, markets, and competition at the rapid pace that the digital business world demands. We do this by driving digital transformation through analytics, insights, and Artificial Intelligence (AI). Our clients experience higher top line and bottom line results with improved customer satisfaction and business agility. As we solve today's problems for our clients, we also enable them to reshape their businesses to meet and actualize the future.

Rapid advances in Artificial Intelligence and Machine Learning technology have enabled us to create disruptive technologies and accelerators under our Course5 Intelligence suites that combine analytics, digital, and research solutions to provide significant and long-term value to our clients.

Course5 Intelligence creates value for businesses through synthesis of a variety of data and information sources in a 360-degree approach, solution toolkits and frameworks for specific business questions, deep industry and domain expertise, Digital Suite and Research AI to accelerate solutions, application of state-of-the-art AI and next-generation technologies for cognitive automation and enhanced knowledge discovery, and a focus on actionable insight.