Course5
Transformative intelligence

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.

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

Industry: Retail

Client: A leading US-based Athleisure retailer

Solution Approach

- Course5 implemented an Analytics foundation program to enable the client to achieve their end goal. Our approach included:

Infrastructure Foundation & Management → Data Acquisition, Integration & Engineering → Analytics & Visualization with PowerBI and SQL → Advanced Analytics → Digital Engineering → Migration, Reporting & Managed Services

" Client Testimonials

The Course5 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 ▶

Weekly Operational Metrics
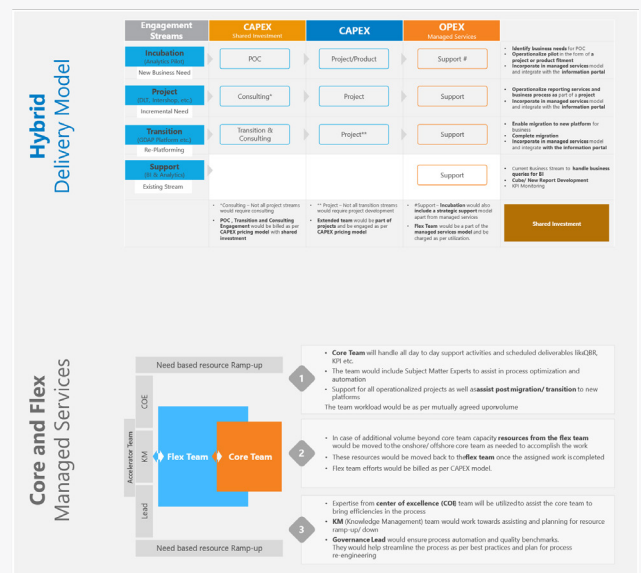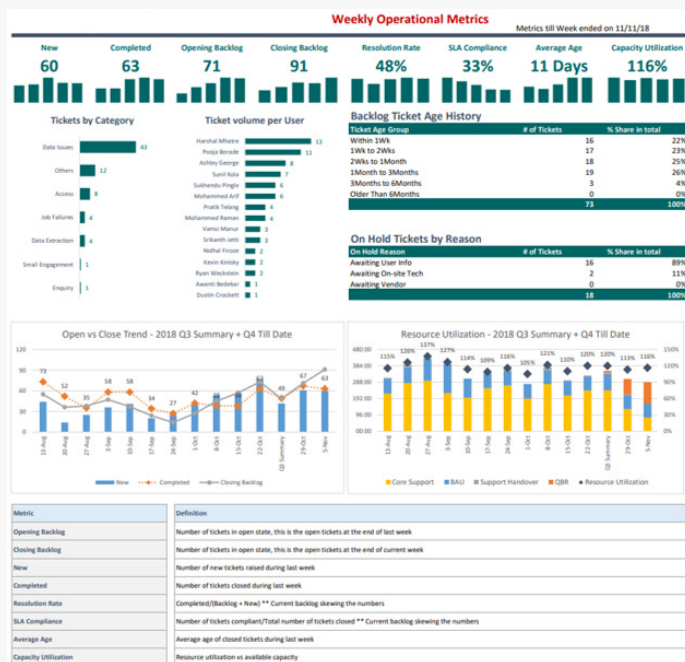
◀ BI support for the athleisure company, in terms of weekly operations metrics

About us

Course5 Intelligence is a pure-play data analytics and insights company with a focus on helping organizations drive digital transformation using artificial intelligence (AI), advanced analytics, and insights. We enable organizations to solve complex issues relating to their customers, markets, and competition at speed and scale through a combination of industry-specific domain expertise with AI-driven products and solutions that are Intellectual Property (IP)-led and leverage the latest technologies. We use a multi-disciplinary approach to data integration across structured and unstructured data sources to help businesses grow through informed decision-making.