



## Case Study Analytics

# Single View of Multi-Brand Customer Data with Automated Reporting Insights

**Industry:** Retail

**Client:** Leading Retail organization in the US



### Business Impact

- Seamless and end-to-end data integration and visualization
- Deep-dive insights through cross-channel data integration
- Efficient and productive reporting practices with reduced manual intervention



### Business Requirement

The client had multiple brands under their umbrella and were facing difficulties in managing and maintaining data across different brands to obtain insights. Infrastructure scalability was a big concern while managing both clickstream as well as social data. Inconsistencies were common and there was tremendous manual effort involved in preparing the required excel reports.

Course5 was engaged to enable them in setting up a unified data infrastructure with automated report generation targeting a single view of customers across brands.

### “ Client Testimonials

Throughout the engagement we saw effective collaboration of the teams.

~ Head of Consumer Intelligence



## Solution Approach

- The engagement started with a 3-month pilot program focused on migrating the 5 existing excel reports (out of total 65+ reports) to Tableau.



### Infrastructure Setup

- Course5 **analyzed different data forms** from data sources like social media, Adobe Analytics, weather data, etc.
- Created automated processes** for **data extraction and cleansing** for a data model and created **end-to-end automated infrastructure** with more scalability



### Automatic Reports

- Post set-up, Course5 executed **as-is transition** of pre-agreed 5 excel reports to Tableau, and scaled up to 65+ reports in next 9 months
- Post the pilot, **automated the various executive dashboards and reports**.
- Enabled **capability to email reports** on a daily basis to respective executives in PDF format

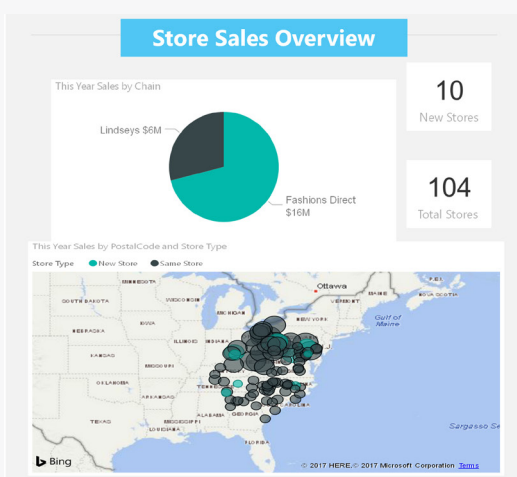


## Outcomes

- Integration of 8+ disparate data sources for key business units across different brands
- Complete automation in integrating the data and rendering it seamlessly towards creating different dashboards
- The automated report generation process required very less manual intervention and hence become more process-efficient



## Sample Dashboard Output



Course5 automated various executive dashboards and reports towards providing deep-dive insights to different teams across the brands

Streamlined and automated delivery of data to systems and dashboards downstream



## 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.