PERFICIENT

TORY BURCH

Designing Couture Data with Microstrategy

Tory Burch is an American lifestyle retailer providing elegant, ready-to-wear shoes, handbags, accessories, watches, and beauty products to customers worldwide.

TORY BURCH

SERVICE

Platforms + Technology

INDUSTRY

Consumer Markets

TECHNOLOGY

MicroStrategy

Visualization Tools Were Ill-Fitting

Managers at the regional and store levels, as well as marketing and planning teams, were struggling to visualize data needed to make critical operational decisions. Better visibility was needed into things like:

- Product sales and promotions
- Merchandise returns
- Store-to-store comparisons
- Foot-traffic-to-buyer conversion rates
- Supply chain management

It was essential that a solution provided the ability to see all of this information by store, employee, and product.

Creating a Designer Solution

We began with a data model "makeover" to ensure that the inputs were accurate and comprehensive. This process laid the foundation for the MicroStrategy implementation that would make a true difference for Tory Burch employees.

Continuing with our roadmap, we delivered both "pushed" reports – like Flash Sales figures – to deliver a daily overview of sales as well as self-service reporting functionality.

We built powerful dashboards using the MicroStrategy platform that present myriad options for parsing data to get the most accurate answers to the most urgent questions.

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> *With a simple click, Tory Burch employees at all levels can now create reports to see how well each store, employee, and product is performing.*
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Results

Dressing Data to the Nines

With a simple click, Tory Burch employees at all levels can now create reports to see how well each store, employee, and product is performing. The functional and effective reporting solution highlights global profit and loss as well as specific drill-down into product categories.

- Regional and store managers can track promotions and schedule sales to align with peak demand
- Financial teams can report on P&L, net revenues, and currency fluctuations
- Marketing teams can identify the most effective campaigns by region, product, and design house
- Supply chain managers can quickly identify bottlenecks in their distribution points