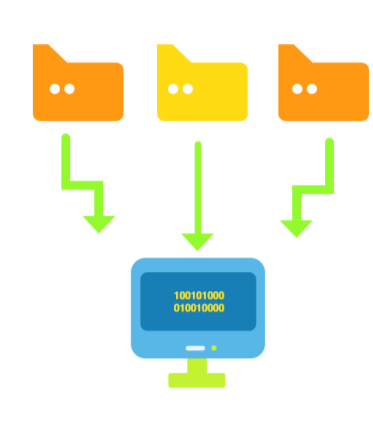


Setting up the data analytics infrastructure for a fashion e-tailer

How Saras supported an up and coming e-commerce lifestyle brand in embarking on their data analytics & BI journey and simplifying executive decision making



Highlights



10+

Data sources
integrated



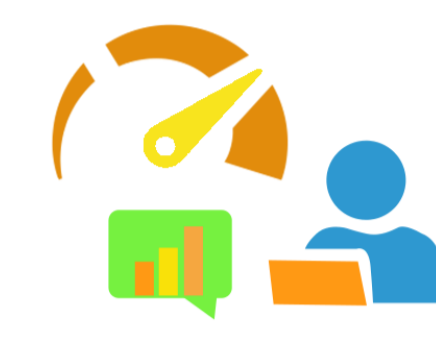
80+

BI Dashboards
created



75%

Reduction in time
to insight



80%

optimization of
the bandwidth of
analysts



Context

E-commerce has well and truly democratized the shopping experience for people across the world. People are no longer limited to the inventory and choices available in their vicinity but can access the best of the brands at the tip of their fingers. This hasn't been a one way road though. Brands also have gained by getting an opportunity to tap into their target audience across geographies without any physical barriers.

As 'easy' as the shopping experience might sound, it definitely is not 'simple'. All the access and convenience, for customers as well as new age brands, is enabled by a complex interplay of independent order management systems, inventory management systems, payment solutions, marketing channels playing their part in the background.

Although these platforms provide the best of different worlds but their 'independence' also results in 'disconnectedness' from each other. This leads to the systems being not really in conformity with each other and conveying a picture nebulous at best and inaccurate at worst to key decision makers.

Generally, in such scenarios the job of a Business Analyst becomes less of analysing and more of manually scraping and uniting the data from disjoint platforms. This not only is immensely time & effort consuming but more importantly is underplaying the actual capabilities and expectations from a Business Analyst.

A leading e-commerce lifestyle brand with extensive presence in India sought to set their data analytics and business intelligence in order. They wanted greater visibility into the health of each of their organizational functions. Even more importantly they wanted to optimize their time to insight and reduce their dependency on manual data collation. Saras helped them in getting a single consolidated overview into the health of their overall business through its proprietary platform Daton and designed custom dashboards for each of their business function to simplify and expedite decision making.

The Problem & Objectives

The Problem

- Use of multiple disjoint platforms to manage business processes like Magento, Unicommerce, Freshdesk etc.
- Significant time, effort and bandwidth utilization in manually collating and integrating data from all these platforms
- Decision making is delayed and not necessarily based on accurate data
- Limited insight and resources to gauge the health of different business functions like Category, Marketing, Merchandising, Operations etc

Objectives

- Reduce the time to insight by providing a clearer view of day to day business
- Enable executive decision makers to focus on exploratory data analysis instead of data integration and consolidation
- Bring data from different platforms under a single umbrella to ensure consistency
- Ideate, set-up and stabilize the descriptive analytics infrastructure for different business functions to keep a tab on their progress
- Saras with the help of its proprietary software, Daton, was able to integrate and bring together all the different data sources under one single umbrella
- This data was then channelled to a data warehouse set up by the Saras team
- The raw data being flown to the data warehouse was cleaned & underwent missing value treatment to be converted into a usable form for analysts
- From this, views and tables were created for dimensions which would be accessed frequently by the business functions
- KPIs that reflect the health of a business were documented in consultation with key stakeholders
- Custom dashboards, including these KPIs, were created to enable decision makers to track the day -to-day health of their functions
- Saras built a host of reports for every key function of the brand like Category Health Report, Sell Through Report, Logistics Performance Reports.
- As a part of post-launch 'hypercare', Saras instituted a daily cadence of analysis based on pre - integration data sources and post-integration data sources to ensure correctness of data
- Crafted leadership communication to bring awareness among the necessary stakeholders and evangelize the usage of these reports

How Saras helped?

How we made a difference?

- Saras was able to optimize the bandwidth of analysts spent on data collection and consolidation by ~80%
- With the introduction of standardized reports with different views and dimensions, time to insight was reduced by 75%
- Saras integrated a total of 10+ data sources to create 80+ business intelligence dashboards across different functions

Learnings & Takeaways

- Function heads and category owners can be hesitant in trying out something new which requires them to alter their behaviour significantly and challenges the status quo
- This behaviour change needs to be incentivized appropriately by showcasing tangible benefits that can be reaped should the solution be adopted
- Once a degree of affinity to the new solution has been established, a consultative approach is best to proactively improve and build upon the existing solution

The Road Ahead

- The brand realized the criticality of regular & consistent reporting for each of its functions and proposed the idea of a similar reporting infrastructure to gauge the performance of each of the pages on its website
- Saras is working proactively with the brand to run AB experiments and instituting other changes which enhances the overall experience for the customer on the brand's website

Liked Our Approach

Let's Get In Touch!!

Saras Analytics takes its name from the Sanskrit word for crane. The crane is a venerated species according to Indian mythology. It can fly at high altitudes, can migrate to different continents and adapt, it is dynamic, nimble, and a great team player; given its ability to fly in formations across a great distance. All of these qualities like strength, flexibility, adaptability, and the ability to be dynamic, are what we strive to achieve at Saras Analytics.

True to our name, we set ourselves lofty targets and work hard to achieve them as a team. We work across borders, and are nimble and flexible in the pursuit of achieving our major goal, that is to make our customers successful.



BALAJI K
Director
Consulting

Balaji K: Balaji leads the Consulting practice at Saras. He comes with 8+ years of experience across travel & e-commerce spanning from hands-on analytics implementation to more strategic avenues like forecasting, budgeting and annual planning.



ARAVIND PARTHIBAN
Business Analyst

Aravind Parthiban: Aravind is a Business Analyst with the Consulting practice at Saras. He brings an acute understanding of descriptive dashboarding and app analytics through his exposure to food-tech and e-commerce.

FOR MORE INFORMATION

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