

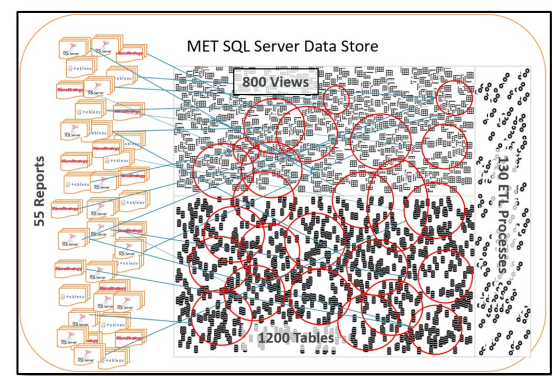
END-TO-END ANALYTICS SOLUTION FOR RETAIL LABOR OPTIMIZATION

Aspirent led the analytics strategy definition, platform development, and advanced analytics development to improve accuracy and efficiency of merchandising execution for large retailer

BUSINESS PROBLEM / CLIENT SITUATION

- Client was managing the operations of their 30,000+ merchandising execution workforce on a legacy data platform that struggled to support operational needs and provided no analytics capabilities.
- The client maintained multiple data feeds, 100s of standard reports, 1,200 tables, 800 views, countless ad hoc requests, and answered countless calls from the field for support.
- The client team spent 100% of their time on “keep the lights on” operations versus developing insights / analytics to drive actions.

LEGACY



CLOUD

SOLUTION / BENEFITS

- Created a vision, roadmap, and organizational design to standup an analytical insights team focused on providing value to the business vs. supporting the legacy environment.
- Migrated legacy system to the Google Cloud Platform and BigQuery, reducing tables and views from 2,000+ to approximately 275, removing duplicative data, and providing an architecture foundation for future.
- Rationalized reporting, retiring 600+ rarely used reports; rebuilt key reports to focus on true KPIs, and automated data ingestion, transformation, and extraction.
- Used data science and machine learning to develop granular labor standards that improved forecasting accuracy by 15% and delivered \$12M - \$13M in annual benefit.

