Tiger Analytics

Tiger Analytics helped an iconic US retail operator increase CX and boost workforce productivity with an Analytics Workbench

Tiger Analytics created a solution with a scenario planner to provide visibility based on changing market conditions. It also accelerated decision-making by collaborating raw pricing data and modeling output. This provided a complete view of SKU performance, improving insight accuracy, speeding up the data-to-decision rate, and enhancing inter-team communication.

The Background

For 50+ years, our client has been helping customers improve their homes with the top brands in bed, bath, kitchen, dining, cleaning, storage, etc. Despite SKU performance visibility being critical, the current setup could not provide this data, incorporating price, cost, competitor, and inventory parameters. It led to missed sales goals for two quarters. So, the client required an agile solution that provided visibility and actionable insights across brands and store/DC networks.

Key Challenges

\ **Weekly data collection:** The price, cost, sales, and inventory data for each SKU unit was collected every week across different levels of granularity.

\ **Lack of automated data processing:** The current system needed an automated way to ingest and process data.

\ **No single source of truth:** The system lacked a 'source of truth' for accurate analytics, leading to sales inefficiencies.
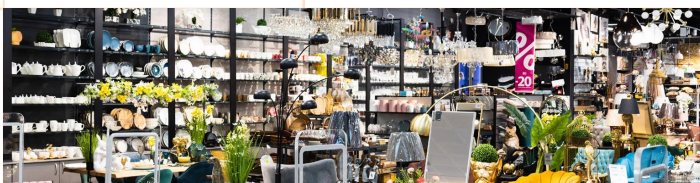
Our Solution

Tiger Analytics embarked on a structured approach leveraging the capabilities of an integrated Retail Analytics Workbench.

Initially, the team conducted collaborative workshops with C-suite, function teams, and decision-makers to understand the current data ecosystem. Through these, sales, pricing/costing, and inventory emerged as focus areas, requiring a Retail Workbench as the best-fit solution.

Subsequently, the team adopted a Lego-block methodology to structure the Retail Workbench, addressing sales, pricing, cost, and inventory. This workbench blended analyses, reports, and Data Science model outputs presented via a front-end visualization tool. This Retail Workbench had three overarching areas.

Sales:

- Lost Sales Analysis/tool
- Products Sales Tracking
- Demand Transference
- Voice of Customer

Pricing and Cost:

- Price Index
- Price Elasticity
- Price Change Recommendation Tool
- Price Simulator

Inventory:

- In-Stock Analysis SKU-Store/DC
- OH Tracking Vs. Goal Analysis
- Inventory Rebalancing Tool

The team validated various solution components in the final phase while training and onboarding users across departments. It ensured that, within six months, the Retail Workbench was successfully rolled out across multiple brands and departments.
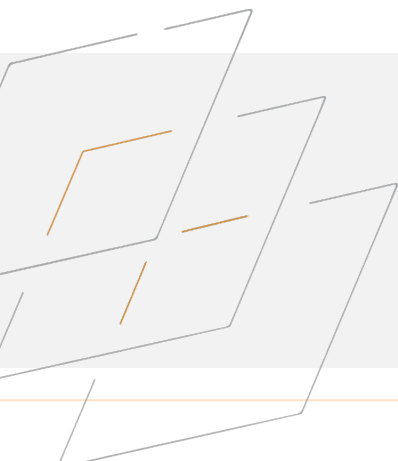
Tech Stack

/ GCP Stack

/ Power BI Reporting

Value Delivered

Insight accuracy was improved by developing a set of standardized KPIs and price decisioning dashboards.

Intra-department communication was enhanced with seamless visualization and a holistic view of SKU performance for further analysis.

Productivity increased, leading to enhanced CX, shorter data-to-decision timeframe, and higher revenue.

About Us

Tiger Analytics is a global leader in AI and analytics, helping Fortune 1000 companies solve their toughest challenges. We offer full-stack AI and analytics services & solutions to help businesses achieve real outcomes and value at scale. We are on a mission to push the boundaries of what AI and analytics can do to help enterprises navigate uncertainty and move forward decisively. Our purpose is to **provide certainty to shape a better tomorrow.**

Being a recipient of multiple industry awards and recognitions, we have 4000+ technologists and consultants, working from multiple cities in 5 continents.
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