



# DATA ANALYTICS FOR A NATIONAL SUPERMARKET

**Case Study:** Retail Data Analytics – National Supermarket Retailer

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## Case Study: Retail Data Analytics – National Supermarket Retailer

A national supermarket retailer with 2,400 stores and online shopping service with over 3,000 own brand product lines required the support of RGIS. The supermarket retailer offers customers distinctive, quality products at competitive prices across food, general merchandise, clothing and financial services. Driving efficiency in day-to-day operations enables them to invest in the customer offers in areas that they value: choice, quality, low prices, convenience and great service.

### REQUIREMENT

A national supermarket retailer needed to **understand the data and implications from multiple sources** without having to employ additional staff, so required RGIS to provide the following:

- Regular feedback from **analysed data**
- Stores departmental to product level **losses and gains**, with the drill down ability for **deeper analytic insights**
- **Financial impact of stock loss** with thorough analytic insights
- **PCD measures** with multiple pages for broader analytic insights

### SOLUTION

The national supermarket retailer partnered with RGIS to complete the **inventory data analytics project**, and provided the following:

- An experienced RGIS data analyst **designed and built a database** to store the raw data from each store
- Presented a **clear view on current position key metrics**
- **Data integration** of multiple feeds
- Created a **customisable layout and design** of a dashboard page for KPIs

### RESULTS

The national supermarket retailer found by outsourcing the **inventory data analytics project** to RGIS, the following results were achieved:

- Saved the expense of employing additional staff, but still had **dedicated support**
- **24/7 web-based access** to the dashboard
- Able to **target investigations into issues** highlighted from KPIs
- Made aware of both **variance trends and regional trends**
- **Identified** problem stores, categories and products
- **Custom reporting** gave the data the customer required

By partnering with RGIS, the national supermarket retailer found that with the **accurate data provided on the dashboard**, problem stores, categories and products could be **easily identified and resolved**



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Dashboard



Dedicated Analyst



Information Gathering



Data Analysed



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