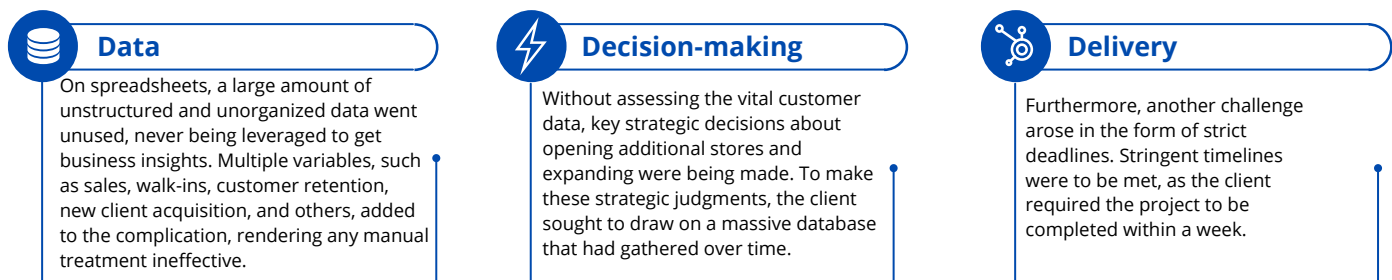


ANALYSIS OF LEGACY CUSTOMER DATA FOR RUSSIA'S LARGEST RETAIL CHAIN

Learn how **Algoscale** assisted a client in obtaining insights from customer data on retail outlet performance to support strategic decision-making and facilitate business expansion

Industry Challenges

Traditional sources of decision-making, such as sales history and executives' expertise and intuition, are no longer sufficient in the ultra-competitive retail sector. While most retailers aspire to be more data-driven in their decision-making, there are too many system barriers, data accessibility issues, and even cultural barriers in the way.



Problem Statement

To derive insights from customer data on performance (sales, walk-ins, customer retention, new customer acquisition, etc.) of local stores, retail outlets to enable strategic decision-making, facilitating business expansion.

Our Solution

- We started by screening each and every accessible variable/factor and then applying advanced Excel analysis to clean and format the client's fragmented and siloed data.
- Data cleaning was done to bring it in a consistent format.
- The final data was compiled using shell scripting for it to be used for generating a range of reports and dashboards, such as a summary of customer activity by catchment with dropping customers heatmap, average sales, and customer sales trend.
- Using Business Intelligence (BI) tools, these reports were compiled into a single customized web dashboard.

Technology



Data cleaning and formatting of the client's fragmented and siloed data was undertaken.



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Tech Stack



Business Impact

- The client gained insights from previous data, which aided in the development of crucial business decisions.
- The analysis assisted the client in deciding the geographical location of new stores to be opened based on the information acquired about competition and customer demand.
- The client came to the conclusion that they needed to improve the customer experience in some stores and create stores in cities where they didn't have any and where competitors couldn't stop customer attrition.

Case Study: Analysis of Legacy Customer Data for Russia's Largest Retail Chain



Client

One of the leading Russian retailers and the largest hypermarket operator. Founded in the 1990s, the client operates a chain of 250+ hypermarkets and 139 supermarkets across Russia with total revenue of 6 billion USD.



Challenge

In the ultra-competitive retail sector, traditional decision-making sources are no longer sufficient. The decade-long data was stored manually in spreadsheets and had accumulated over time in a variety of forms and areas, but it had never been used to derive business insights or strategic decision making.



Our solution

Algoscale organized the unstructured data in a database system and used BI tools to deliver a simple yet detailed data-driven analysis, all while meeting tight deadlines. To assist the client in making better business decisions, customer profiling, improved data visualization, and historical data analysis were deployed.



Business Impact

Algoscale aided the client in gathering and delivering actionable data, allowing them to make significant business decisions like setting up new stores with their respective strategic location.

WE ❤️ DATA

Algoscale is a Data consulting company covering data engineering, applied AI, data science, & product engineering. Established in 2014, we have helped wide range of organizations from start-ups to Fortune 100 companies ingest and store enormous amounts of raw data in order to translate it into actionable insights for better decision-making and faster business value. To know more, visit: <https://algoscale.com/>

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