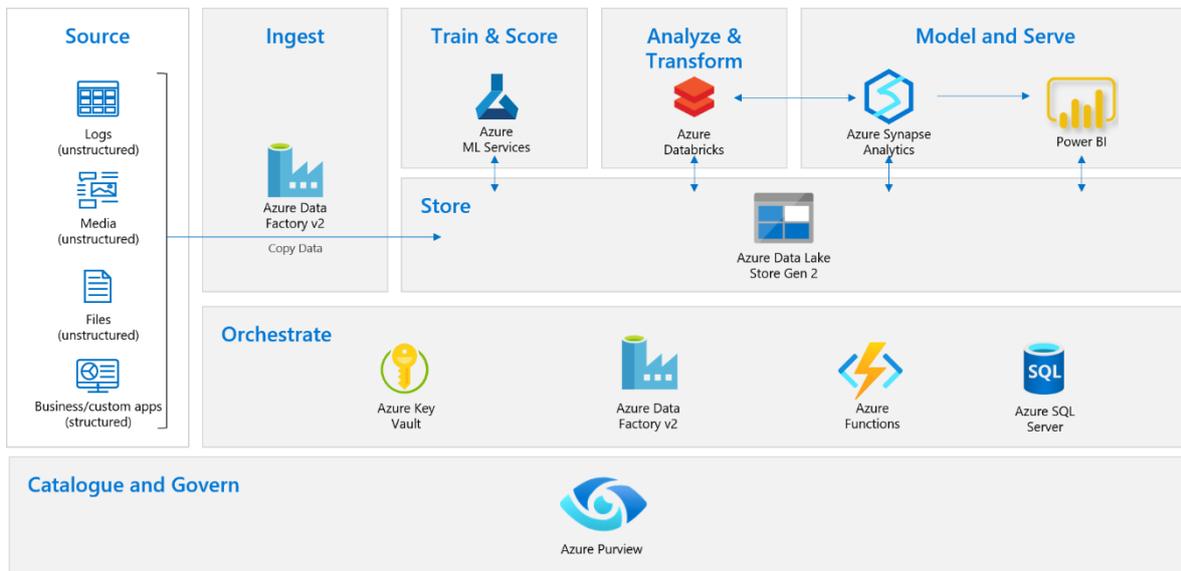


# Adatis Retail Industry Solutions

*Increasing loyalty & revenue whilst ensuring customer satisfaction in the retail industry*



The retail industry is experiencing the smartest and most informed shoppers ever who have completely different expectations of retailers and are savvy enough to know they have the power to ensure their demands are met. Adatis understands the business challenges that retailers face and how important their data is. The Adatis Data Platform for retailers is a centralised enterprise level data hub that enables retailers to understand their data and perform real-time analysis.



## Adatis Data Platform for Retail, enables retailers to:

- Automate Data Preparation
- Provide fast ingestion
- Clean data and implement re-useable data quality processes
- Curate data from multiple LOB sources (marketing, forecasting, merchandising etc.) from across the business & external sources in a centralised data warehouse
- Transform data to a format which is optimised for reporting in Power BI to enable various end-users to analyse data
- Capture KPI's in a semantic layer
- Perform predictive analytics based on business objectives
- Data Science enablement platform & automated machine learning model management

# Challenges Adatis can help Retailers with

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## Single View of the Customer

### Business Challenges:

- No single view of all the engagement the customer has had with the organisation
- Inaccurate data and duplication of data

### Business Benefits:

- Understand customer demographics
  - Reduce mixed messages across multiple brands & channels
  - Improve marketing communications
  - Improve customer engagement & loyalty across brands & channels
  - Execute cross & upsell campaigns to increase spend
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## Reduce out-of-stock

### Business Challenges:

- Retailers must ensure the minimum amount of stock is held to satisfy demand, at an affordable cost

### Business Benefits:

- Less unnecessary stock to be sold at the end of the season, increasing profit margin
  - Shorter consumer lead times which increases customer
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## Promotional Effectiveness

### Business Challenges:

- Promotions are one of the most important tools a retailer can use to improve performance
- Retailers need to understand which promotions & mechanics work, to systematically improve their performance over time
- Need to understand stock uplift over specific periods of time

### Business Benefits:

- Reduce the number of promotions, focusing on value adding promotions
  - Improved sales performance data quality
  - Retailers have insight on which promotions to strengthen, fix or cut
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## Footfall Analysis

### Business Challenges:

- Retailers need to analyse their physical & online store performance data to understand visitor behaviour & demographics, identify trends & make suitable decisions

### Business Benefits:

- Reduce the number of promotions, focusing on value adding promotions
- Improved sales performance data quality
- Retailers have insight on which promotions to strengthen, fix or cut

## Range Optimisation

### Business Challenges:

- Range planning to meet changing consumer behaviour is critical
- Data enables effective category management
- Retailers need a personalized customer approach to range optimisation

### Business Benefits:

- Pinpoint the key elements that draw a shopper to a specific product
- Understand implications of a range change flow through the value-chain, impacting supply chain, space planning, marketing & store operations

## Returns Optimisation

### Business Challenges:

- The boost of online shopping has increased the number of returns
- Ease of returning products has become part of the buying decision
- High costs of managing the complex returns process

### Business Benefits:

- View returns, across all channels to monitor, adjust & evolve tactic
- Make the customer return experience seamless
- Use returns data to inform merchandising decisions
- Track who returned products, what they returned and their reason for returning



Microsoft  
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Gold Cloud Platform  
Gold Data Analytics  
Gold Data Platform  
Gold DevOps  
Gold Datacenter

Adatis offer professional services specialising in data analytics, from data management strategy and consultancy through to world class delivery and managed services.

With offices In London, Farnham and Sofia they have been delivering innovative and successful solutions for clients since 2006.



Data Science



Data as a Service



Modern Data Warehouse



Data Architecture



Data Analytics



Data Strategy

**We love helping people  
unlock the power and value  
of their data.**

If you are interested in finding out more please contact us on **+44 (0)1252 267 777** or via email at **enquiries@adatis.co.uk**

You can also check out our website at **www.adatis.co.uk** or come and see us at numerous global conferences and speaking events.