OCTAVE
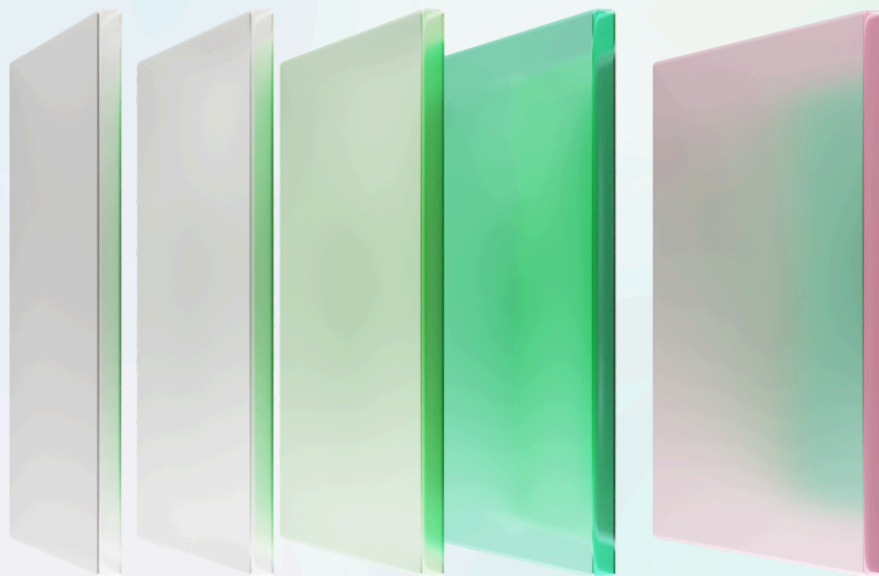
Immersive Data Assessment Service - Retail Industry

Enabling Businesses to Discover Data and be Data Ready

2024

Microsoft
Solutions Partner

Data & AI

Azure

Advanced Analytics driving the next industry transformation

Today we have realised the value of data driven decision making as a competitive advantage for organisations. This enables organisations to remove biases, human dependencies and more importantly solve complex problems with multi dimensional variables involved.

OCTAVE have been successfully solving these real life problems measured with actual financial impact for a large diversified conglomerate (JKH Group) across multiple industries in Sri Lanka for the last 5–6 years.

From the acquired expertise OCTAVE have constructed a comprehensive assessment service for any organisation trying take this leap yet unsure the readiness of their data or data environment. to build an analytical journey for themselves.

OCTAVE will spend **2–3 weeks** conducting the audit and provide a comprehensive report to the organisation on data strategy readiness, gaps & in the potential use cases for the business (currently limited to the retail industry vertical). This report will also highlight the value increment to the business from those possible use cases being rolled out.

The importance of such approach is that the use case values will justify or write the business case for the investment that a business may need to make to move forward with the analytics journey.

Upon completion of this assessment you will be geared to develop an advanced analytics use case roadmap and design & develop data lakes to enable machine learning model development utilising the Microsoft technology stack. Some of the Microsoft services required are –Azure services, Azure Data Factory (ADF), Azure Databricks, Azure DevOps, Power BI and Github
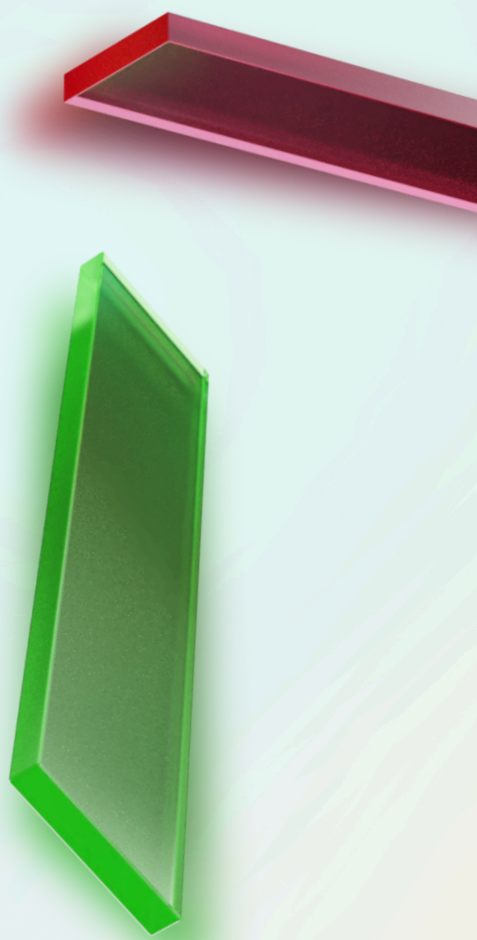
Scope of the assessment

01 Understand main datasets for selected Advanced Analytics use cases in the sector (functional dataset catalogue)

**02** Identify main data sources mapped to functional dataset catalogue

- Data Discovery/Data audit
- Origin of data and all hops and journey of data until consumption
- Identify digitized data vs manual data
- Data volume (history data availability, granularity, formats, Data Lifecycle, Data Retention Period etc)
- Data quality assessment (completeness, accuracy etc)
- High level Data Modelling
- Identify current pain points

03 Operational/Process Audit

- Evaluate the process of generating data continuously at the required granularity and quality in the long run

04 Data readiness assessment for selected three Advanced analytics use cases

05 Top-down value estimate for **selected three Advanced Analytics use cases**
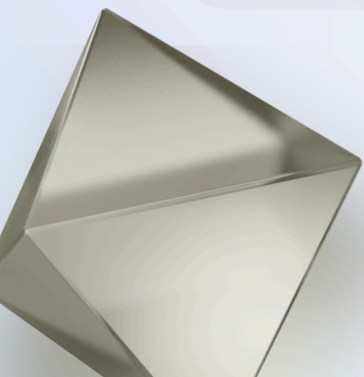
Key examples: Selected three retail use cases will be assessed for data readiness

01   **Customer Churn**
Leveraging targeted promotions to proactively retain customers

02   **Store Operation Levers – Replenishment**
Empowering managers with near–real–time replenishment alerts

03   **Promotion Effectiveness**
Optimized promotion spend, improved sales and margin performance, and enhanced decision–making for category managers through a data–driven Promotion Advisor.

04   **Fresh Base Price Oprimisation**
Optimise fresh pricing to improve fresh margins through Advanced Analytics

05   **Fresh Demand Forecasting and Volume Allocation**
Optimising volume and supplier allocation through a Machine learning based forecasting engine

06   **Marketing Outreach**
Improved targeting and efficiency of promotions, leading to higher customer engagement and increased sales

07   **Supply Chain Control Tower**
Empowering demand planners with proactive alerts for better product availability and reduce stock holding costs

08   **Premium Personalisation**
Enhance customer engagement and sales through targeted, personalised promotions and optimised communication strategies

Methodology

Includes in-depth discussions, thorough documentation review, and a comprehensive system audit.

Deliverables

Report including data readiness assessment, gap analysis, recommended next steps, estimated financial value from **selected three advanced analytics use cases.**

Investment: USD 20,000.00

Resource allocated will be;

- Solution Architect
- Senior Platform Engineer
- Senior Data Engineer
- Data Engineer
- Senior Data Scientist
- Engagement Manager

Duration: 2- 3 Weeks

About OCTAVE

OCTAVE is the Data & Advanced Analytics arm of John Keells Holdings PLC (JKH).

John Keells Holdings PLC is Sri Lanka's largest listed conglomerate in the Colombo Stock Exchange. JKH business built over 150 years touches nearly every major sector of the Sri Lanka economy. Those include hotels and resorts, chain of supermarkets, provide port, marine fuel and logistics services, offer IT solutions, manufacture and distribute food and beverages, develop residential and commercial properties, and deal in tea broking, stock broking, life insurance and banking.

In 2018, under the leadership's vision for a data-driven organization, we partnered with a world-leading consultancy to launch phase one of the Analytics Transformation Program (ATP) at JKH. The backbone of building, scaling, and sustaining this program is OCTAVE.

Today, OCTAVE is a pure play Advanced Analytics practice dedicated to delivering measurable cashflow impact through advanced analytics solutions that address real-world business challenges. Since its inception in mid-2019 with an 8-member team, OCTAVE has grown into a world-class in-house analytics talent pool with 70+ members. We have certified 400+ learners and practitioners through the OCTAVE Advanced Analytics Academy.

OCTAVE approach focuses on driving transformation by ensuring readiness in data, people, processes, and technology. OCTAVE invest in agile, value-backed technology and uphold proven end-to-end governance and delivery processes

Contact us

117 Sir Chittampalam A Gardiner Mw,
Colombo 2, Sri Lanka.
E: octave@keells.com

Rohan Jayaweera

Market Development
T: (+94) 77 774 3759
E: rohan.jkh@keells.com

OCTAVE