



SUCCESS STORY



Promotion Effectiveness and Fraud Detection

When it comes to Business Intelligence and retail, the relationship can be painful. It's been said that company executives often sift through 4500-page reports for simple information. Many retail CIO's think Business intelligence is cumbersome, frustrating and confusing. They also realize that if you can get the numbers to tell you a story, the payoff can be of enormous benefit at both the corporate and store level.



Fortune 500 U.S. Based Retailer

Location

Minneapolis, MN

Type

Retail

Number of Stores

1781

Number of Employees

355,000+

Technology

- SAS Statistical Suite
- Microstrategy
- Symbol Hardware
- Oracle Database
- Business Objects Analytics Engine

THE CUSTOMER

The client serves customers at over 1780 stores nationwide. The company is committed to providing a fun and convenient shopping experience with access to unique, trend-forward, and differentiated products at affordable prices.

THE CHALLENGE

The customer was seeking to partner with an organization who, in their own words, “could offer adequate technology depth, but more importantly one who has a core understanding of the business challenges,” they were facing.

The client wanted a strategic partner to help them:

- Understand the impact of direct mail catalogues and flyers.
- Develop an analytics model to understand the relationships between the various “Customer influence” elements.
- Enhance in-store inventory management.
- Evaluate the impact of POP advertising and promotions.

THE SOLUTION

Visvero was engaged by the marketing group to develop key measures to analyze the impact of recent marketing programs on consumer behavior. Eventually the project expanded to include various aspects of leakage and fraud management.

Visvero helped the client analyze and develop key analytics for:

- Point-of-purchase Advertising Impact
- Customer Flow and Purchase
- Coupon Effectiveness
- Fraud Detection
- Leakage Management

Visvero developed an integrated approach to help the company develop statistical models and the technology platform to collect, analyze and present information to key stakeholders. The Visvero team developed test and control group models of consumer behavior and same store comparison data. Different consumer groups were exposed to different product promotions. The expected and actual buying behavior was compared with historical data to identify and isolate the real drivers of consumer behavior.

Shopping bags, carts and shelves in the test stores were specially tagged to collect information on traffic flow through the stores, impact of recent promotions on the flow patterns and the effectiveness of various cash versus non-cash promotions.

In addition to this, data from the point-of-sale systems was integrated to complete the analysis. Visvero recommended an analytics led data

warehouse model strategy that would help the managers visualize the solution impact as the appropriate technology solutions were being deployed.

THE RESULTS

The results of this initiative included a reduction in store return rate by 12%. The client was also able to implement customer lifetime value analysis programs, analytical models for print campaign effectiveness and analyzed over 80 TB of vendor, sales and product data.

Current year-over-year yield grew at a rate of approximately 28% as a direct result of Visvero's engagement.



28% Year-Over-Year
Yield

12% Returns Reduction

**Customer Lifetime
Value Analysis**

ABOUT VISVERO

Visvero Inc. is a Business Intelligence Solutions Integration company headquartered in Pittsburgh, Pennsylvania. The company was spun off as a separate business unit from Datavibes, Inc. where the team was providing Business Intelligence services since 2003.

While providing business intelligence services under the Datavibes umbrella, the core team noticed a recurring challenge for clients was that their performance enhancement projects were becoming huge money pits, with varying degrees of success and consultants billing time to ongoing enhancements — never really closing out on any BI project implementation.

The Visvero team seeks to change this trend. Our goal with any BI project is to allow organizations to say,

“Business Intelligence ... Done.”

WHAT WE DO

Specializing in data visualization and integration allows our clients to have a consistent Vision (VIS) of Truth (VERO) across the enterprise.

The Visvero team is diverse — consisting of business consultants, technology experts and tight partnerships with software technology developers. This enables us to deliver the best Business Intelligence tools and thinking to our clients and track the progress and sources of variances when needed.

While many Business Intelligence consultants only deal with full-life cycle projects, Visvero has developed an understanding that every organization's needs are different, and thus our services have evolved to fit our client's needs, rather than an arbitrary definition of a BI project.

Our services include specialties in the Planning, Implementation and Adoption phases of Business Intelligence projects.

HOW WE HELP: RETAIL

Why do people buy? As simple as it seems on the surface, knowing the answer to that question can make all the difference to a retailer. At Visvero, we have a deep resource base of retail and technology consultants that develop creative ways to intimately understand the store-level customer behavior and provide data-driven intelligence. Our consultants draw on their experience and work closely with the business side to develop and track metrics in addition to the standard KPIs to monitor business performance.

Our experts have a deep skill base in product/ category management, customer behavior analytics, retail inventory and logistics management, cash and spend management, service efficiency tracking, traffic analysis and marketing management. We have worked both with clients in the large as well as small to mid-sized retail segment.



Contact us today at info@visvero.com or visit www.visvero.com for more information