



SUPPLY & STORE

Store Companion

Women's ready-to-wear clothing brand

APPROACH



Validate data quality upstream



Understand the needs to propose the best user experience



Clearly define the scope of the project and the audience targeted by the tool

CONTEXT / TARGET



Make the data available to users through an easy-to-use and fast visual tool



Be able to easily compare yourself to a reference store in your region on a wide variety of KPIs (sales, CRM, traffic, etc.)



Simplify management rituals with a clear presentation highlighting key facts

CHALLENGES



Implementation of a dataviz tool adapted to users' needs



Concentrate in a single tool all the indicators on a wide variety of analysis grids (network hierarchies, filters, comparability)



Provide figures validated by management control

INSIGHTS & VALUES



Total interactivity:
period, referral store,
choice of KPI...
Mapping



Access to data at any
time and anywhere
(mobile) without being
dependent on scheduled
mailings of reports



Regional managers
no longer have to
apply to
management control
to have their KPIs for
steering

+20%
productivity gains

1 app mobile
+ desktop
vs 12 reports
static

3 ans
data history
in like for like



250
stores



Traffic

3

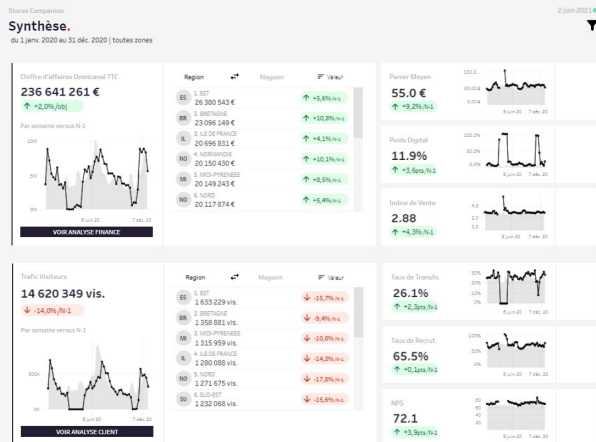
Data domains



CRM



Sales



85
users

Project time
3 months

Technologies

