

CASE STUDY TITLE

Development of Customer Analytics and Insight Platform with Reporting Portal

CLIENT OVERVIEW

Company: Canada based multi-format and e-commerce Retail chain

Industry: Retail

Operations: Canada in all provinces

Services: National supermarket chain operating under various banners

Store Size: 1,500+ retail stores across Canada with its own and affiliate banners

Employee Base: 135,000+ staffs spread across multiple store formats and categories

BACKGROUND & BUSINESS CHALLENGE

A leading retail and e-commerce company wanted to harness the power of its massive customer data to drive better marketing, sales, and product decisions. The company's existing data systems were fragmented, and reporting was manual and inconsistent.

- Data scattered across CRM, sales, website, and social media platforms
- Lack of unified customer view
- Slow, manual reporting impacting decision timelines
- No advanced analytics or predictive capabilities
- Inefficient segmentation and targeting

Challenge	Impact	Solution Approach
Multiple data sources and formats	Complex ETL processes and data integrity risks	Robust ETL pipelines and data lakes
Handling large volumes of data	Performance bottlenecks and latency	Scalable big data architecture
Ensuring data privacy compliance	Risk of fines and reputational damage	Data anonymization and governance
User adoption resistance	Underutilization of platform	Intuitive UI and stakeholder training
Dynamic reporting needs	Static reports limited insights	Self-service BI tools with customization

PROJECT OBJECTIVES

- Build a **centralized customer analytics platform** to unify and analyze customer data.
- Enable **360-degree customer views** combining transactional, behavioral, and demographic data.
- Provide **real-time, interactive dashboards and reporting** to business stakeholders.
- Support **predictive analytics and customer segmentation** for targeted campaigns.
- Automate regular reports and deliver actionable insights.

RESULTS

- Unified customer data platform increased data accessibility by 70%.
- Automated reporting reduced manual effort by 80%, speeding decision-making.
- Marketing campaigns optimized through precise segmentation led to a 25% increase in conversion rates.
- Early churn detection enabled proactive retention, reducing churn by 15%.
- Executives gained clear visibility into customer trends via real-time dashboards.

KEY TAKEAWAYS

- Early engagement with end-users ensures relevance and adoption
- Robust data governance is critical to maintain trust and compliance
- Scalability planning avoided performance issues as data volumes grew
- Combining automated insights with self-service BI empowers business users

CONCLUSION

The customer analytics and insight platform transformed the company's ability to leverage data, turning raw information into actionable business intelligence. The integrated reporting portal empowered multiple teams with timely, relevant insights, driving business growth and competitive advantage.