al-ikhsanSPORTS

Driving action with the right data

On a digital transformation journey with Qlik

Challenge

As the number one sports retailer in Malaysia, Al-Ikhsan Sports wanted a robust business intelligence platform to support intelligent decision-making and future growth. With 135 stores across Malaysia and a promising ecommerce platform, it needed more insight into which store locations were performing best and the best-selling products for each store.

Solution

With help from R-Systems, Al-Ikhsan Sports implemented QlikView in 2017 as part of its wider digital transformation journey and recently modernized to Qlik Sense. It now has clear insights into store performance and product sales, with all of its brand review meetings now based on Qlik Sense data, enabling the team to make instant decisions based on what's doing well.

Results

Thanks to more accessible and timely information on locations, products, price points and customers, Al-Ikhsan has been able to capture more of the market share, with high single digit same store sales growth in its first year of using Qlik Sense and its store network has expanded by 20%. It is also looking at growing its online business, with a focus on Qlik's predictive capabilities.

Solution Overview

Customer Name
Al-Ikhsan Sports

Industry
Consumer Products

Geography
Malaysia, APAC

Partner
R-Systems

R SYSTEMS

"This software was fundamental to our business growth policy. At the click of a button, we were able to monitor and take action right down to the SKU (Stock Keeping Unit) level at the store."

Vach Pillutla, CEO, Al-Ikhsan Sports

LEAD WITH DATA Qlik