A new Accent on data analysis

Qlik helps transform leading ANZ fashion retailer

Challenge

Accent Group is an Australian and New Zealand footwear and clothing retailer, wholesaler and distributor, with 738 retail stores, almost 40 brands and 32 online platforms. As part of a wider plan to accelerate the journey from ideation to delivery, Accent Group wanted to improve its ability to respond to changing requirements, and optimize the output of its resources.

Solution

Working with elite data and analytics partner Inside Info, Accent developed a central data analytics hub, providing real-time sales and performance information across the business. Its objectives were to improve visibility of performance and efficiencies, streamline the onboarding of new markets, teams and brands, and upskill staff in data literacy and analytics.

Results

Using Qlik, Accent Group's vision quickly became achievable, with the rollout matching its own enthusiasm and pace. Collaboration, healthy competition and skill-building across all its stores and business segments have risen dramatically. Qlik has also ensured that staff are now far more data aware through innovative analytics and cutting-edge dashboard tools.

Solution Overview

Customer Name
Accent Group

Industry
Retail

Geography
Australia, New Zealand

Function
IT, Sales

Business Value Driver
Reimagined Processes

Partner
Inside Info

insideINFO

"It's never been more important, especially in the fast-paced retail fashion space, to be the first and smartest in the market."

Betty Thai, Head of Data and Analytics, Accent Group

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