Qlik

Qlik® for supply chain: omni-channel analytics

Optimizing the retail omni-channel through data discovery

Challenge

Retailers operate in a fiercely competitive environment where operational efficiency is a business prerequisite. The need to meet customer demand with relevant offers and a high quality shopping experience across channels, supported by an efficient and cost effective supply chain is complex. Data, product and information flows are many and varied across shopping channels and supply chain systems so getting intelligence and insights for a true omni-channel view of the business can be quite difficult.

Solution

Qlik is used by retailers to provide intelligence and insights across all shopping channels providing visibility into sales, inventory, customer and supply chain processes. With multiple data sources in the production environment the ability to consolidate these and allow flexible, user-controlled analysis to see trends, gain insights and make discoveries is a critical differentiator of the Qlik:

- View and analyze data from disparate sources
- Consolidate all data types rapidly from disparate sources to create 'what-if' scenarios
- Aggregate data and metrics using consistent definitions
- Analyze production trends, dynamics and Key Performance Indicators across multiple dimensions
- Leverage secure mobile access to stay fully informed and make decisions on-the-go

Customer examples

- Ted Baker - uses Qlik to analyze campaign impact by date, gender, location, transaction value, and product category across 1.2 million shoppers
- The Warehouse Group - uses Qlik for omni-channel analytics with 30+ companies operating under the Warehouse Group umbrella
- Cabelas – uses Qlik for omni-channel attribution and campaign analysis to determine where to invest marketing spend for the optimal lift
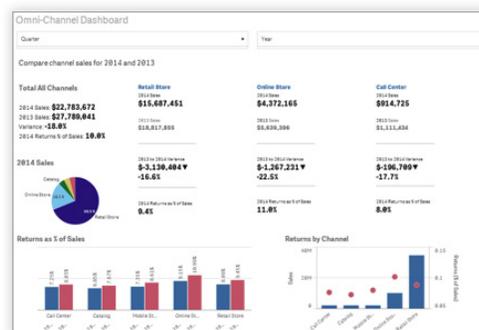
Example: A dashboard view of the retail omni-channel which measures sales, inventory, & returns across all shopping channels

" The wealth of data we now have on our customers through Qlik has changed the way we develop and run our marketing communications. The extensive customer insight means we can proactively build and drive more results-oriented campaigns. "

— Craig Smith, *Brand Communication Director, Ted Baker*

Example: A single dashboard view of key Supply Chain KPI's with data from supply chain systems supporting all shopping channels including cross channel orders