

Project Outcome:

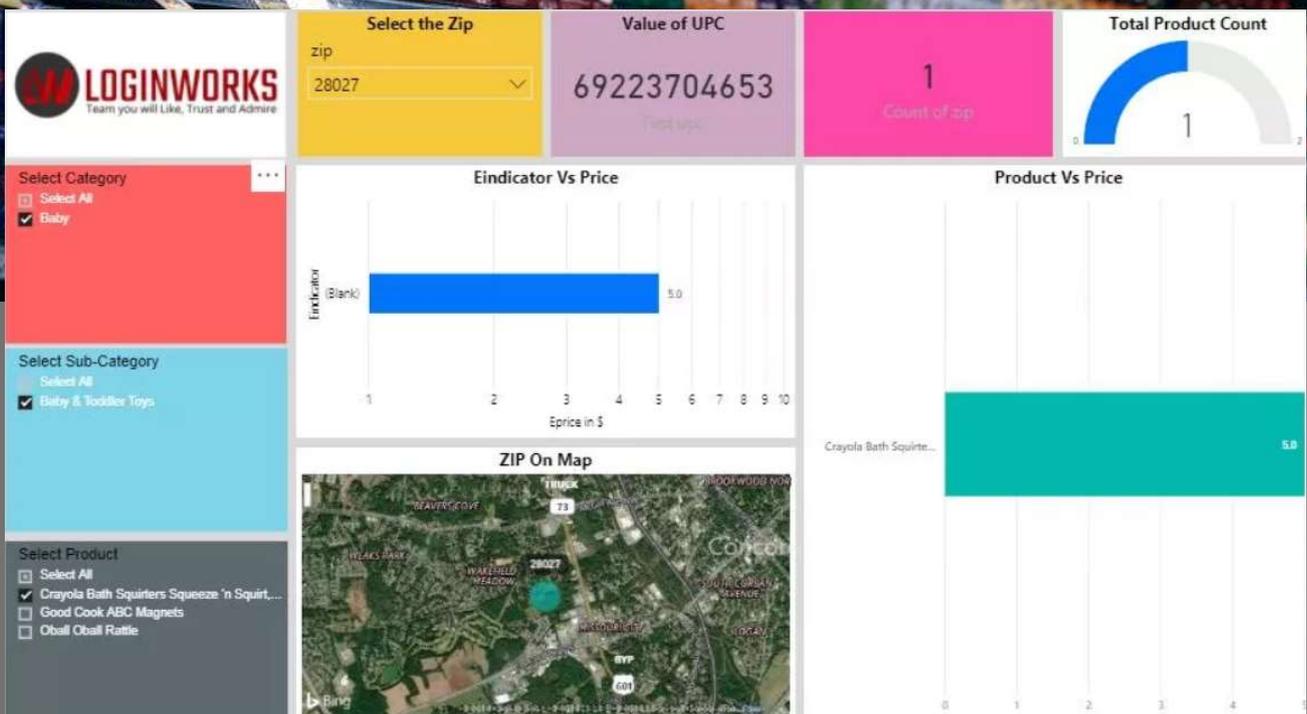
We used our outstanding skills and expertise to develop and produce a dashboard which would provide detailed data for a major multi-national retailer to support management decision making.

The dashboard is able to present the data from three selected store locations, providing insights in to categories, sub categories, total product counts and UPCs.

Our solution makes it possible to drill down into the data to check specific products, UPC and ZIP details. This powerful dashboard provides a summary representation of 80 million items of data in a single frame for different store locations.

This visualization is designed to provide an easy to understand dataset, producing a large volume of information on a single page format.

As our client continues to dominate the Fortune 500 list for a further year, maintaining the top position for a retail business, the firm's strategy of price leadership, focussing on keeping everyday prices low has enabled the business to start to explore the digital marketplace.



Project Benefits

The dashboard we developed presents millions of data in a summary format which users can easily navigate and then access the system files over one simple dashboard. In this dashboard we are showcasing categories Vs Sub categories Vs Products and their unique product count (UPC) which vendors can view at any point in time to check and access the counts. We are also showing store location at various map pointers which helps users to click on any particular store to check the category, sub category and products in each store. This deep level data enables us to highlight ways in which we can improve ecommerce business.

CASE STUDY

Our Client:

A leading eCommerce retailer, our client operates more than 11,000 physical stores in 28 countries and has eCommerce websites in more than 11 countries. The business has now made a decision to focus on delivering a seamless experience for customer, both in store and from any digital device. There are four important factors driving this growth:

1. Large sales volume made possible by a large customer base and scale of operation
2. A highly efficient supply chain system that maximizes productivity and reduces outlays
3. Low operational and overhead costs
4. Use of bargaining power to achieve the lowest possible prices from suppliers

Overview:

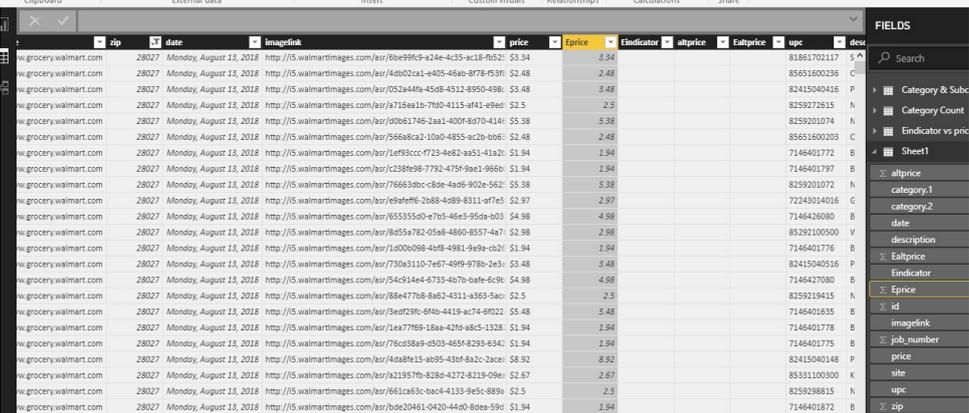
We have scraped the data for our clients stores and created a graphical representation for easy interpretation of the results. We can then use the dashboard to filter out specific columns in the visualization to show the relationship between two or more columns.

Methodology:

We approached this work in a series of stages, with all our team members involved, each bringing a particular specialism to the project:

Stage 1: Data Scraping

We scraped the retailer's store data for zip code 27513. We were able to produce 30 columns of data!



zip	date	imagelink	price	Epric	Indicator	altprice	Ealtprice	upc	desc
walmart.com	28027 Monday, August 13, 2018	http://i5.walmartimages.com/asr/60e99c9-a244-4c35-ac18-f0521	\$3.34	3.34				81861702117	S
walmart.com	28027 Monday, August 13, 2018	http://i5.walmartimages.com/asr/4db02ca1-e405-46ab-8778-f53f1	\$2.48	2.48				85651600236	C
walmart.com	28027 Monday, August 13, 2018	http://i5.walmartimages.com/asr/052a44f9-45d8-4512-8950-498f	\$3.48	3.48				82415040416	P
walmart.com	28027 Monday, August 13, 2018	http://i5.walmartimages.com/asr/a715ea1b-7f0d-4115-f941-e9ee1	\$2.5	2.5				8259272615	N
walmart.com	28027 Monday, August 13, 2018	http://i5.walmartimages.com/asr/d0b61746-2aa1-400f-8d70-414a	\$5.38	5.38				8259201074	N
walmart.com	28027 Monday, August 13, 2018	http://i5.walmartimages.com/asr/5698bca2-10a0-4855-ac2b-bbb5	\$2.48	2.48				85651600203	C
walmart.com	28027 Monday, August 13, 2018	http://i5.walmartimages.com/asr/1c238f98-7792-475f-9a61-966b	\$1.94	1.94				7146401772	B
walmart.com	28027 Monday, August 13, 2018	http://i5.walmartimages.com/asr/1c238f98-7792-475f-9a61-966b	\$1.94	1.94				7146401797	B
walmart.com	28027 Monday, August 13, 2018	http://i5.walmartimages.com/asr/76663b0c-c8de-4a46-902e-562	\$5.38	5.38				8259201072	N
walmart.com	28027 Monday, August 13, 2018	http://i5.walmartimages.com/asr/e9afef6-2b88-4089-8311-af7e5	\$2.97	2.97				72243014016	G
walmart.com	28027 Monday, August 13, 2018	http://i5.walmartimages.com/asr/85535590-e765-46e3-95da-b03	\$4.98	4.98				71464016080	B
walmart.com	28027 Monday, August 13, 2018	http://i5.walmartimages.com/asr/85535590-e765-46e3-95da-b03	\$2.98	2.98				85292100500	V
walmart.com	28027 Monday, August 13, 2018	http://i5.walmartimages.com/asr/1000b098-4f8f-4981-9a9e-cb2f	\$1.94	1.94				7146401776	B
walmart.com	28027 Monday, August 13, 2018	http://i5.walmartimages.com/asr/730a3110-7e67-49f9-978b-2e3f	\$3.48	3.48				82415040516	P
walmart.com	28027 Monday, August 13, 2018	http://i5.walmartimages.com/asr/54c91444-6733-4b7b-bafe-6c9e	\$4.98	4.98				71464017080	B
walmart.com	28027 Monday, August 13, 2018	http://i5.walmartimages.com/asr/884f7768-8a62-4311-a363-5ac1	\$2.5	2.5				8259219415	N
walmart.com	28027 Monday, August 13, 2018	http://i5.walmartimages.com/asr/3e4f29f6-6840-4419-ac74-6022	\$5.48	5.48				71464016355	B
walmart.com	28027 Monday, August 13, 2018	http://i5.walmartimages.com/asr/1e8f7f69-18aa-42f6-a8c5-1328	\$1.94	1.94				7146401778	B
walmart.com	28027 Monday, August 13, 2018	http://i5.walmartimages.com/asr/76cd38a9-d503-465f-8293-634a	\$1.94	1.94				7146401775	B
walmart.com	28027 Monday, August 13, 2018	http://i5.walmartimages.com/asr/4d8f815-ab95-430f-8a2c-2ace	\$8.92	8.92				82415040148	P
walmart.com	28027 Monday, August 13, 2018	http://i5.walmartimages.com/asr/a21957b-8284-4272-8219-09e	\$2.67	2.67				85331100300	K
walmart.com	28027 Monday, August 13, 2018	http://i5.walmartimages.com/asr/661ca3c-bac4-4133-9e5c-889e	\$2.5	2.5				825929815	N
walmart.com	28027 Monday, August 13, 2018	http://i5.walmartimages.com/asr/b0e20461-0420-4400-80ea-59d	\$1.94	1.94				7146401872	B

Data Categories

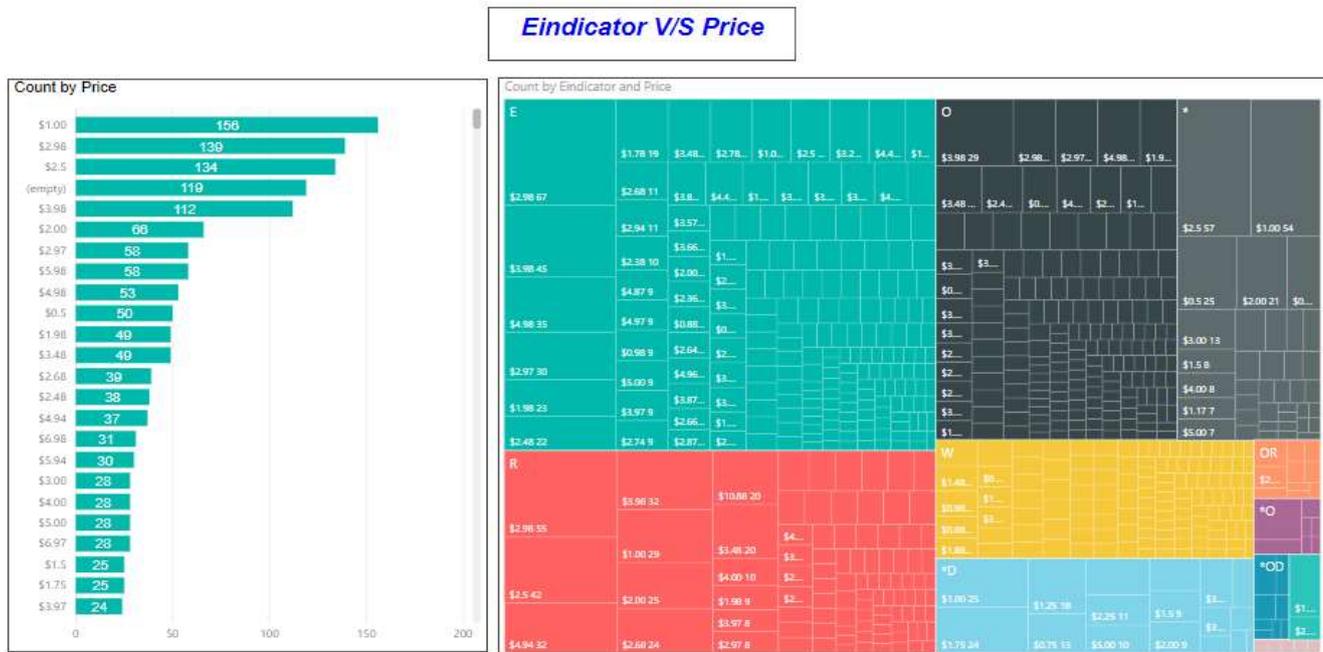
ID; Site; Zip; Date; Image link; Price; PriceMult; Eprice; Indicator; Alt price; AltpriceMult; Ealtprice; Alt Indicator; Pack; Unit; Uom; Size; Product_id; UPC, ASIN; Category; Description; Note; Rating; Valid; Page image; Aisle; Orig_upc; Job_number; Sale_enddate

Stage 2: Planning

Using the data produced in Stage 1 we were able to create a visualization graph that showed the results in a simple, easily readable format, based on particular selected values from the original datasets.

Stage 3: Implementation and Execution

Because all the columns in the dataset are interrelated we are able to use this relationship to help us produce category counts in the formats illustrated in this chart, which in this case represent the price count of any particular indicator.



Working Together

We conducted a daily stand-up meeting to discuss the progress of the project. This was chaired by the Project Manager who also used the opportunity to assign and update a range of delegated tasks. These meetings were also used to identify any issues with the project and to deliver solutions, providing opportunities for the team to maintain effective communication and, therefore, project quality.

Before delivering the final set of features to the client we conducted an in-depth review session, checking all the visualization steps and confirming the quality of the reports, and also the test execution report.

Our ongoing work:

Our client was sufficiently impressed that we are now continuing to develop this project. The visualization we have produced for this project is now used as a dashboard for a growing number of our client's stores.

How Can We Help You?

Write to us at sales@loginworks.com to find out how we can assist you with our data services to resolve the complexities of your project.