VUELITICS
Data Driven Insights

Manufacturing on-time with Data Discovery

QlikView

Synopsis

Challenge
To establish a trend of products in demand, yet out-of-stock in retail outlets, in order to establish proactive manufacturing.

Solution
Vuelitics worked on bringing in 5 years of historical data into client's Qlikview setup and extracting visually insightful trends to address the client's business question.

Key Benefits
The client is equipped with an option to clearly determine popular products (sizes) by drilling through to specific retail outlets. This helps them fine tune their manufacturing schedules by applying subsequent lead time and mitigating the out-of-stock issue.

FIND US

USA

8 The Green, Suite # 4539
Dover DE 19901, USA

Delivery Center

A1, Harsha Garden
Masakalipalayam
Coimbatore 641 015
India

REACH US

+1 727 756 1632

peter@vuelitics.com

www.vuelitics.com

Challenge

This high-end clothing manufacturer and retailer, identified that they were losing substantial revenue owing to certain sizes and certain products being out-of-stock at certain locations.

To address this loss of revenue, the client felt the need to dissect the Sales data generated from retail outlets across the globe and identify products and sizes that are popular in each outlet. What they needed was data that could potentially drive decisions that impact their manufacturing process.

Solution

Bringing In Historical Data

Vuelitics worked on enhancing the client's existing Qlikview setup to bring in 5 years of data into new QVDs to serve as data for their new report. These were setup for a daily refresh based on our analysis of the client's requirements.

Identify Popularity & Trend

Vuelitics worked on a simplified concept of calculating shelf-time of products - from the time they arrive in store to the time they're invoiced. The shorter the shelf-time, the higher the popularity index.

Following this model, each product and each size were assigned a popularity index. Vuelitics worked on refining the popularity index dynamically in-app based on user selections, namely the retail outlet/geographic location.

This last level of dynamic calculation gave the client the flexibility to identify a popular product with or without regard to retail outlet/geographic location.

The reports allow the user to compare popularity scores yearly, quarterly and monthly, while a visually appealing dashboard and a handy KPI panel clearly

Drilling Capabilities

Thoroughly exploiting Qlik's associative model, the report UI was designed in a way that the user could drill down, drill up or drill through based on what data they wanted to see.

The reports were equipped with a handy toggle button which allows the user to quickly zoom into products & sizes with a high popularity index.

Identify Revenue Loss

This was the tricky part. Vuelitics had multiple workshops with the client to draw out the business rules that work to identify a revenue loss.

With a clear algorithm underway, Vuelitics was finally able to provide the client with a crisp report that draws out the trend in potential revenue losses observed in the past 5 years.

Benefits

Vuelitics' approach allowed the client to discover data from their existing system and utilize it effectively. With the help of the Qlikview App designed by Vuelitics, the client has been able to clearly identify an appalling loss in revenue owing to "out-of-stock" products in the last 5 years. This data drove the management to take an expedited game-changing decision.

Further, the client continues to observe the popularity indexes and apply the insights to their manufacturing process,in order to mitigate & overcome the unavailability of popular products in their retail outlets.