

Large Retail Food Chain company implements SAS Visual Analytics and SAS Enterprise Guide to increase sales

Overview

Country or Region: USA

Industry: Retail

Customer Profile

Our customer is a large Retail Food Chain company serves baked goods focusing on fresh-baked bread, pastries, croissants, breakfast foods and lunch items across its retail outlets.

Business Situation

The existing ERP solution captured transactional data and provided some basic reporting on the tool itself and lacked the ability to provide timely reports to the key stake holders.

Solution

Element leveraged SAS Visual Analytics and SAS Enterprise Guide to build a robust reporting solution with an executive dashboard for a complete view of their business

Benefits

- Executive dashboard for faster decision making
- Improved sales forecast
- Lower inventory costs by analyzing item movement
- Ad-hoc report generation

Our client, a large retail food chain company serves baked goods, focusing on fresh-baked bread, pastries, croissants, bagels, espresso beverages, breakfast foods such as egg sandwiches and lunch items such as soups and salads across its 243 cafes in the United States

The Company's Sales division needed an effective sales forecasting solution to gain real-time access of sales data and reports for several hundred retail outlets.



Software and Tools:

Software: SAS Visual Analytics & SAS Enterprise Guide

About Element Technologies Inc

Element Technologies Inc. is an enterprise Solutions and Services Company. Element's focused business analytics practice capability enable customers achieve accelerated business impact harnessing the power of data. Our analytics solutions and managed services empower business managers to derive more meaningful information from big data, generate actionable insights from complex business problems and make data driven decisions across pan-enterprise processes to create sustainable business impact.

We provide fully integrated business process, creative, and technology solutions.

Our vision is to be a trusted partner for enterprises and help them institutionalize decision making and achieve accelerated growth by simplifying and embedding analytics in their DNA

For More Information

For more information about Element Technologies Inc., solutions and services, call +1(732) 562-1005 or visit the Web site at: www.elementtechnologies.com

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Situation

Our client needed an effective sales forecasting solution to gain real-time access of sales data and reports for several hundred retail outlets.

The existing ERP solution captured transactional data and provided some basic reporting on the tool itself and lacked the ability to provide timely reports to the key stake holders.

Solution

After complete assessment and comprehensive requirement analysis, Element implemented SAS Visual Analytics and SAS Enterprise Guide to built a robust reporting solution with an executive dashboard for a complete view of their business.

With SAS Visual Analytics their business groups were able to view all of their departmental reports at an aggregate level.

The stakeholders are able to analyze and review their business metrics on the go. By reviewing their reports daily instead of weekly the marketing team was able to reduce their inventory and increase sales

Benefits

- Optimize inventory irrespective of seasonal fluctuations
- Plan and boost sales and promotion activities
- Model & Forecast calendar/event definitions

Element Technologies Inc. is an authorized SAS reseller and SAS implementation partner

