



Optimizing Merchandising, Marketing and Supply Chain Operations for Department Stores Chain

A chain of American mid-range department stores, operating 1,000+ department stores across 49 US states. **With a revenue of over \$11 Billion.**

CLIENT'S NEED

The organization deemed it necessary to optimize their Merchandising, Marketing and Supply Chain Operations. It was essential that they moved Promotion Management from printed to digital online catalogues. They also required creating flier distribution plan and analyzing its effectiveness for each Location/Season keeping in view the Demand, Print Capabilities and Distribution Infrastructure.

HOW INFOVISION HELPED

Utilizing extensive competence in developing business insights for strategic decision making with Business Objects, Oracle Platform based ODS, Enterprise Data Warehouse Analytics/Advanced Analytics using Microstrategy, Cognos, Microsoft BI Stack, SAS and SPSS Infovision's team developed a solution for providing critical business inputs regarding Merchandising, Marketing and Supply Chain Operations. The insights derived were vital in transforming the flier distribution plan.

IMPACT

InfoVision's work has helped our client (a) Determine Vital Insights for Optimizing Merchandising, Marketing and Supply Chain Operations (b) Identify Key business information for formulating a flier distribution plan.