



CYQUENT

CYQUENT Retail Analytics Mobile App



PO7.Division	YTD W/LY Vs Budget	LY YTD Sales	YTD Sales	YTD Budget	YTD Achieve	YTD Growth - LY
Food		85.3M	79.9M	88.3M	93%	-11%
BAKERY AND CONCEPTS		111.6M	135.2M	145.6M	93%	-11%
DAIRY AND FROZEN		109.2M	134.2M	142.6M	94%	-10%
FRUG AND MEAT		491.8M	543.9M	594.8M	92%	-8%
FRUGS AND FOODS		485.1M	541.8M	588.1M	92%	-8%
FRUIT AND VEGS		183.1M	227.4M	246.8M	92%	-10%
Non Food		224.8M	207.8M	223.9M	93%	-10%
APPARELS		93.0M	77.8M	105.7M	73%	-26%
ELECTRONICS		421.9M	527.9M	428.2M	123%	29%
GENERAL MERCHANDISING		12.9M	13.7M	13.9M	100%	6%
BOOKS		12.9M	13.7M	13.9M	100%	6%
TEXTILES		208.9M	226.2M	272.0M	83%	-19%

ST11.Store Name	Total	Mkt Beverages - Col	Mkt Beverages - Hot	Mkt HF B			
	YTD Sales	Budget	Achieve	YTD Budget	YTD Sales	YTD Budget	YTD Sales
BROOKFIELD MALL - CMBT	22,438,618	83.42%	2,681,272	79.54%	6,934,619	91.10%	2,743.5
KORAMANGALA - BLR	14,876,726	94.20%	3,473,292	79.50%	3,533,956	79.60%	3,692.4
KCC MALL - GZB	27,000,861	95.49%	5,093,712	47.77%	5,694,243	113.20%	3,355.3
MALLESHWARAM - BLR	41,637,682	80.22%	2,545,803	75.79%	9,242,634	66.84%	4,093.1
WDM - GZB	18,396,902	101.90%	3,747,208	119.14%	3,243,837	95.83%	2,788.8
PLAZA CENTRE PUNE	19,295,028	104.21%	3,943,007	84.71%	3,237,639	89.84%	2,911.8
BELGAUM - HYD	22,385,117	79.71%	3,476,264	45.00%	4,447,461	105.54%	2,484.7
MSP MALL GGN	48,800,680	62.62%	11,526,076	85.47%	10,283,139	85.99%	3,961.9
CITY CENTRE MALL - MDR	36,840,435	93.39%	6,332,544	97.12%	5,462,823	94.22%	4,174.3
DMR - BLR	26,340,211	91.20%	4,128,604	90.86%	4,043,292	103.66%	3,879.9
PACIFIC MALL - DEL	11,181,428	70.41%	12,119,604	52.47%	10,514,517	93.83%	4,955.1
BGRROAD - BLR	39,292,551	94.20%	2,885,583	81.79%	11,240,811	105.20%	3,850.0
FORUM MALL - CHN	67,809,244	95.85%	12,014,180	94.02%	20,097,049	120.15%	8,288.4
PRESTIGE - MDR	17,747,501	93.30%	3,437,694	122.96%	3,186,660	87.49%	2,625.2



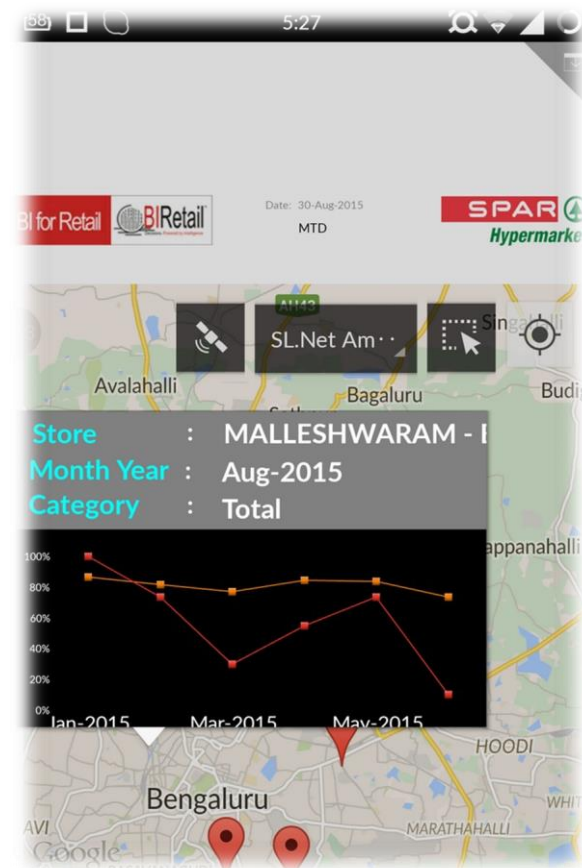
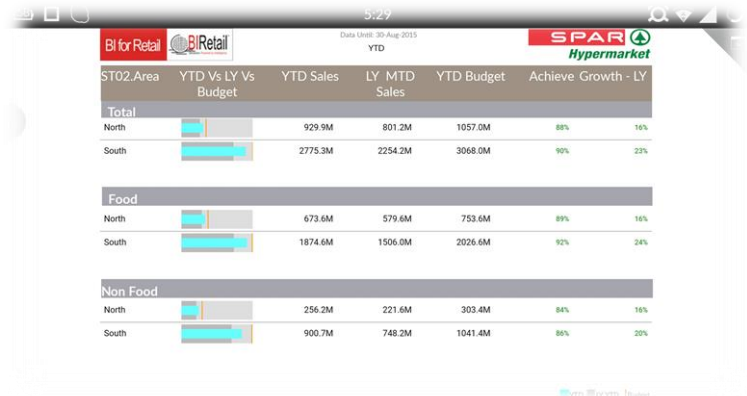
The Concept

In a competitive Retail scenario, the difference lies in doing business the SMART way! Most of the organizational management take decisions every moment. These decisions stem from years of experience of the team. However, when 'gut-feel' decisions are supported by historic data patterns, the chances of making the RIGHT decisions are vastly improved.

Strategic Planning for Retail has its genesis in the learnings from past trends. An appropriate BI solution would lend itself perfectly for discovery of trends and patterns, evaluating Forecasts against Actuals, observing the impact of applying corrections, and overall making better predictions.

Collectively, historic Data Reporting and Predictive Forecasting are the need of the hour, and a BI solution that can handle these needs are a much wanted solution for the Organization.

Further, the "success" of such a solution is likely to be measured by the level of user adoption. To be widely used, the solution had to be intuitive, easy-to-use, and must be literally "available on the fingertips". The MOBILE version of this BI Solution hence, was the key to drive success!



The Features

To facilitate User Adoption, the BI Solution had to have an easy-to-use, intuitive interface.

The solution was made available on leading portable devices (iOS and Android), on both MOBILE and TABLET form factors.

Information and Metrics are presented in the form of Dashboards and Reports, using visual representations of charts, graphs as well as tabular grids.

Each Dashboard / Report is enabled with multi-dimensional drill paths, to allow users to discover insights, and consume data in an actionable manner.

End-user requires speedy display of the Dashboards / Reports, and response times have to be within a few seconds on every drill down of the data, even for large volumes.

The Solution

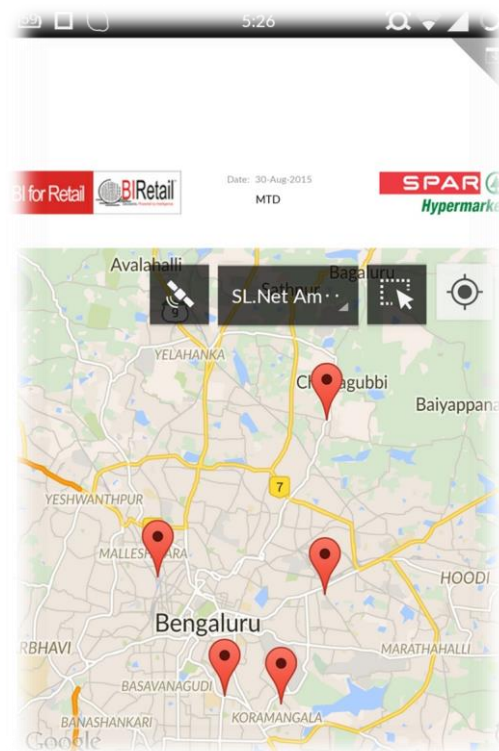
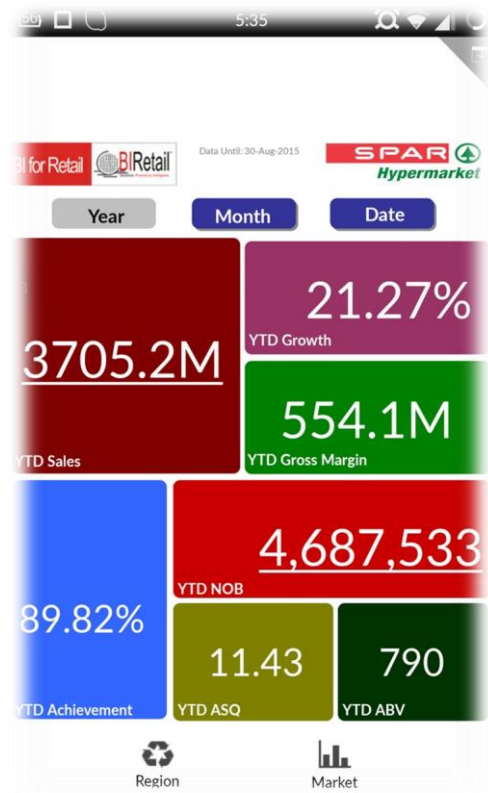
The solution was built on the Microstrategy BI Platform, which includes a mature Mobile Development Framework.

Data Aggregation and Cleansing were pre-cursors to the solution implementation, and a very comprehensive Extract-Transform-Load (ETL) solution was created. This ETL was machine-automated, to avoid human intervention in the incremental daily data fetch. This ensured data accuracy to the highest level.

An OLAP layer was architected, and was highly optimized to provide speedy performance for the retrieval and reporting of data in the Dashboards / Reports configured.

Web based and Mobile based dashboards were configured to cover information reporting across all operational areas of the Retailer's business.

Geo-locational interfaces were incorporated in the Mobile dashboards, integrating with Google Maps.

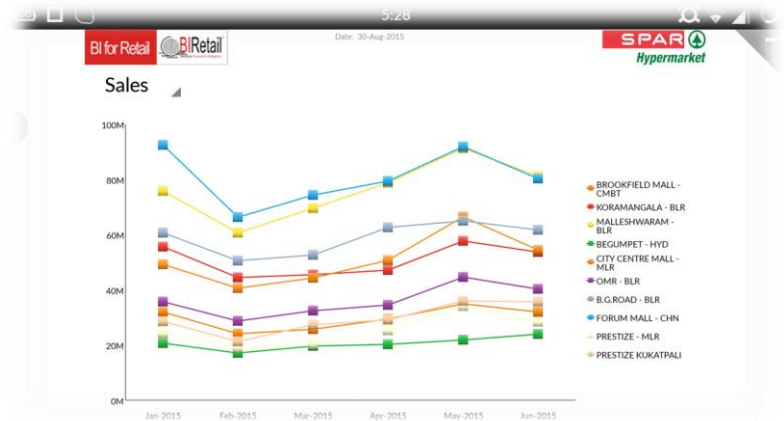


The Benefits

- ❖ Data is Concurrent & Fresh
- ❖ Data Accuracy is guaranteed
- ❖ Business Users make fact-based decisions
- ❖ Assured Data Accuracy
- ❖ Mobile based dashboards and reports have shrunk decision timelines
- ❖ Trend Analysis is more inclusive over 2 years of historic data
- ❖ Load on the ERP is reduced

The Technologies

- Microstrategy Business Intelligence Platform
- Microstrategy Mobile Development Toolkit
- Oracle
- MS-SQL Server Integration Services
- Microsoft ASP.NET



CYQUENT

USA

11140 Rockville Pike, Suite 550F,
Rockville, Maryland 20852
United States of America
Ph: +1-240-292-0230

CYQUENT

INDIA

33 Millers Tank Bund Road,
Bangalore 560052
India
Ph: +91-80-43-01-0010