



MAKE  
SENSE

## PRAXIS CASE

FIRST EVER INTEGRATED GLOBAL INSIGHTS  
FRAMEWORK FOR ONLINE SALES & 3000 STORES

### ORGANISATION PROFILE: LEADING UK RETAILER WITH INTERNATIONAL OUTREACH

#### CONTEXT, STRATEGIC GOALS AND EXPECTATIONS:

In its continuous insights innovation strategy, the project aimed at scoping and designing the future of this retailer's reporting to measure end-to-end online sales and 3000+ stores P&L.

### PRAXIS FIELDS MOBILISED TO ACHIEVE BUSINESS EXCELLENCE

#### Vision and Strategy - Design and Delivery - Challenges

This retailer's top market position was something the board aimed at continuously challenge and improve for their customers by setting up a 'task force approach' focused on imagining the future of this retailer's reporting in two areas: 1) online sales and marketing channels insights 2) make available to 3000+ store managers and top management global analytics on, among others, stores performance, sales and P&L at any level of detail, as per requirements.

Challenges: need to audit and make work in BAU undocumented and chaotic legacy left over by several previous blue-chip consultancies having failed on the projects, while designing and implementing right solutions exceeding expectations.

#### Performance and Outcomes Management | Making the invisible, visible

An integrated performance management framework wrapping 3000+ stores and 50 billion rows/week of new online sales data was designed and implemented across strategic key areas of the business, allowing high-level insights down to any bottle of milk in a UK store.

#### Business Continuity and Risk Governance

It's been crucial to preserve the balance of Business Continuity and BAU while designing and implementing new solutions and change. This meant, for each weekly reporting increment, switching between existing legacy and its redesigned version, aligning, and testing it so it is ready to go live for the following Monday, without any service disruption. 100% success in doing so each week of the project for 8 weeks (planned to be 3 months).



#### OUTCOMES

Deliveries acclaimed "Piece of art in analytics" at Board level, headquarters.

Adoption by stakeholders grew by +1500% from week 2 of going live.

You might like learning past two years of online sales fitted in a 6.5MB size file; not a single line of SQL - only intelligent and documented automation.