

Sales Force Optimization leveraging Beacon & Big Data Technologies for a large US Retailer



BUSINESS REQUIREMENTS



Identify opportunities for workforce optimization



Analyze work movements of store associates in terms of time spent across various departments using Beacon technologies



Improve business efficiency by leveraging **big data** technologies



OUR SOLUTIONS



Trend Analysis, Distribution & Correlation Analysis on store KPIs such as Sales, Transactions, Traffic, Actual worked hours, Scheduled worked hours etc., and also at different time periods



Time spent by associates between their Home departments, External departments, and Neighboring departments through Wifi & **Beacon technologies**



Measured the efficiency and efficacy of beacon technologies



TOOLS/ TECHNOLOGIES



Hadoop



Java/MR



Hive



BUSINESS IMPACT



Tracked Employee movement, dwell time & behavior across departments and studied its impact to improve sales, close-rate and **customer experience** metrics

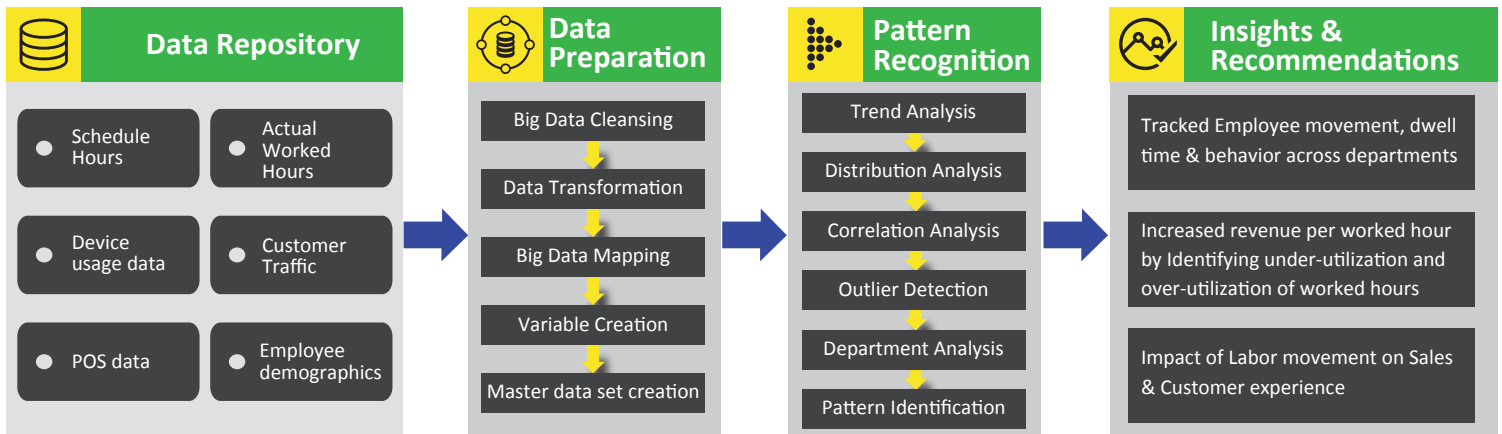


Increased revenue per worked hour by Identifying under-utilization and over-utilization of worked



Accurately forecasted the labor demand

Solution Diagram



About Us

Happiest Minds, the Mindful IT Company, applies agile methodologies to enable **digital transformation** for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights. We leverage a spectrum of disruptive technologies such as: **Big Data Analytics**, AI & Cognitive Computing, Internet of Things, Cloud, Security, SDN-NFV, RPA, Blockchain, etc. Positioned as "Born Digital . Born Agile", our capabilities spans across **product engineering**, digital business solutions, infrastructure management and security services. We deliver these services across industry sectors such as retail, consumer packaged goods, edutech, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and travel/transportation/hospitality.

Headquartered in Bangalore, India; Happiest Minds has operations in USA, UK, The Netherlands, Australia and Middle East.

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