Case Study: 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 hours
- Accurately forecasted the labor demand

Solution Diagram

Data Repository

- Schedule Hours
- Actual Worked Hours
- Device usage data
- Customer Traffic
- POS data
- Employee demographics

Data Preparation

- Big Data Cleansing
- Big Data Mapping
- Variable Creation
- Master data set creation

Data Transformation

- Trend Analysis
- Distribution Analysis
- Outlier Detection
- Department Analysis

Pattern Recognition

- Correlation Analysis
- Pattern Identification

Insights & Recommendations

- Increased revenue per worked hour by identifying under-utilization and over-utilization of worked hours
- Tracked Employee movement, dwell time & behavior across departments
- Impact of Labor movement on Sales & Customer experience

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 span across digital business solutions, infrastructure management and security services. We deliver these services across industry sectors such as retail, consumer packaged goods, e-tail, 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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