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**

<table>
<thead>
<tr>
<th>Data Repository</th>
<th>Data Preparation</th>
<th>Pattern Recognition</th>
<th>Insights &amp; Recommendations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Schedule Hours</td>
<td>Big Data Cleansing</td>
<td>Trend Analysis</td>
<td>Tracked Employee movement, dwell time &amp; behavior across departments</td>
</tr>
<tr>
<td>Actual Worked Hours</td>
<td>Data Transformation</td>
<td>Distribution Analysis</td>
<td>Increased revenue per worked hour by identifying under-utilization and over-utilization of worked hours</td>
</tr>
<tr>
<td>Device usage data</td>
<td>Big Data Mapping</td>
<td>Correlation Analysis</td>
<td>Impact of Labor movement on Sales &amp; Customer experience</td>
</tr>
<tr>
<td>Customer Traffic</td>
<td>Variable Mapping</td>
<td>Outlier Detection</td>
<td></td>
</tr>
<tr>
<td>POS data</td>
<td>Master data set creation</td>
<td>Department Analysis</td>
<td></td>
</tr>
<tr>
<td>Employee demographics</td>
<td></td>
<td>Pattern Identification</td>
<td></td>
</tr>
</tbody>
</table>

**About Us**
Happiest Minds enables enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights through an integrated set of disruptive technologies: big data analytics, internet of things, mobility, cloud, security, unified communications, etc. Happiest Minds offers domain centric solutions applying skills, IPs and functional expertise in IT Services, Product Engineering, Infrastructure Management and Security. These services have applicability across industry sectors such as retail, consumer packaged goods, e-commerce, banking, insurance, biotech, engineering R&D, manufacturing, automotive and travel/transportation/hospitality.

Headquartered in Bangalore, India, Happiest Minds has operations in the US, UK, Singapore, Australia and has secured $32.5 million Series A funding. Its investors are JPMorgan Private Equity Group, Intel Capital and Ashok Sota.