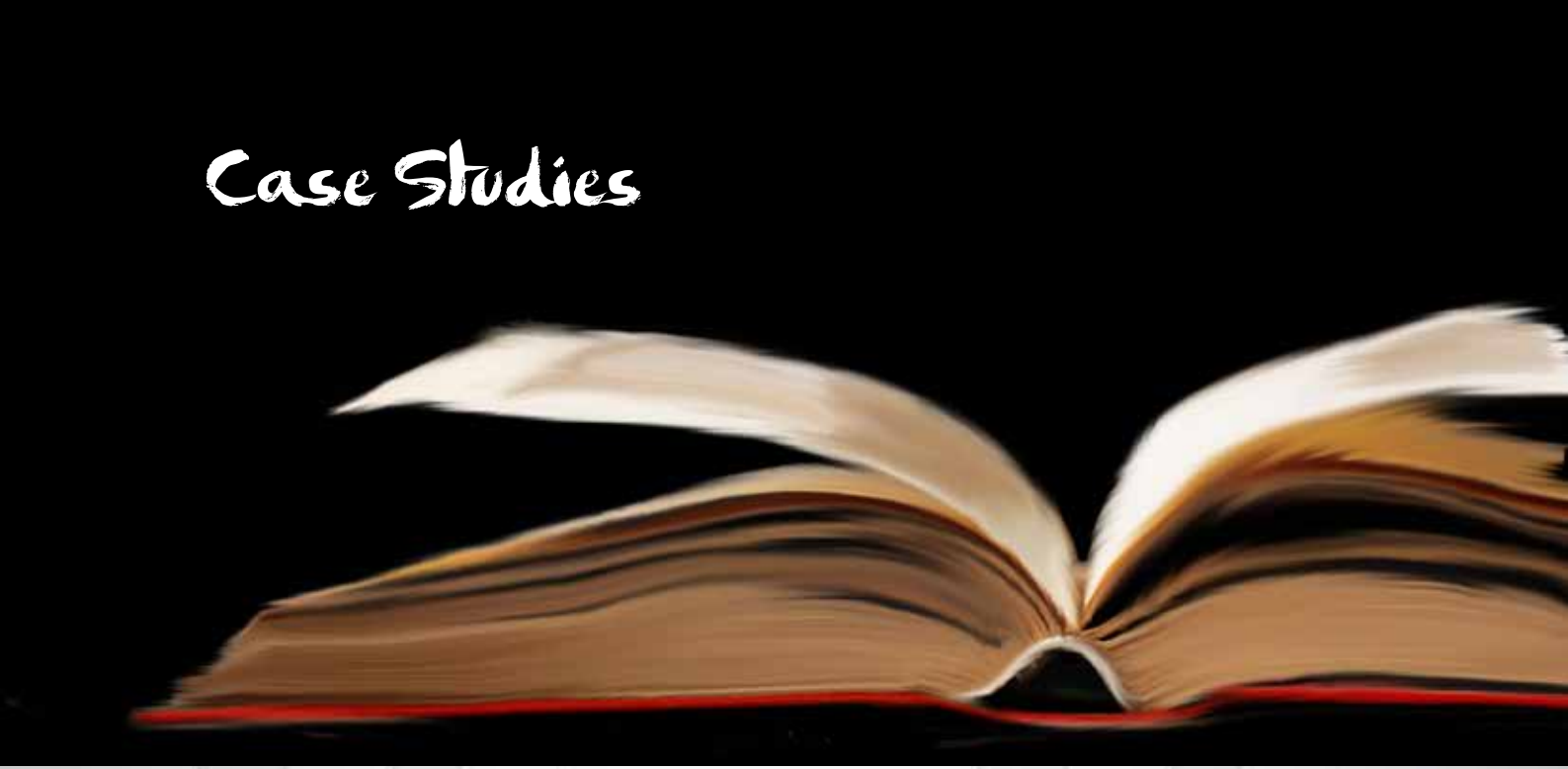
Case Studies



SALES PERFORMANCE ANALYSER

For a leading auto glass manufacturer & distributor

Business Problem

Management wanted to identify key levers to improve sales in a specific territory that experienced a steady decline YoY.

The company has a distribution network of 40 depots and 70 delivery vans deployed for a PAN India coverage. In spite of introducing a number of additional products and services to drive growth in all the states, one state continued to see a decline in sales.

Digilytics™ Solution

To identify levers for improving sales we need :

1. Customer, transaction, credit & purchase **historical granular internal for all the states**
2. Competitors pricing and offers **external data**

For building the solution we:

- Built a set of **initial hypothesis for sales analysis**
- **Developed data models to enable faster querying**
- Generated a **set of insights validated using the processed data**

Outcome

- An **interactive sales analyzer** was created to identify the most significant lever driving sales for each state.
- Using **customer attrition analysis**, identified customer wise sales behavior - change in buying patterns loss of customers, shrinkage/increase in sales etc.