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# Fashion Industry Presentation

*La data discovery in OVS*

Andrea Corain

Senior Solution Architect

[Andrea.Corain@qlik.com](mailto:Andrea.Corain@qlik.com)



# Fashion Industry Trends



# CUSTOMER TRANSFORMATION TIMELINE

1914

1930

1950

1960

1970

1980

1990

2000

2010

TODAY

Transformation Phase

Introduction of commuting to stores



Transformation Phase

Introduction of Self Service Retail

It's come to Croydon!  
**'Q-LESS SHOPPING'**  
Quicker, Easier—at  
**SAINSBURY'S**  
**NEW SELF-SERVICE**  
STORE

*It's fun to shop  
this wonderful new way!*  
**COME ON IN!**



Croydon store advertisement, 1950

Transformation Phase

Introduction of convenience



Transformation Phase

Consumerization of technology



Transformation Phase

Mobile Data-Driven retailing



# FASHION IN A CHANGING WORLD



*Online Grocery Sales will grow to \$100Bn by the year 2018*

Study by Boston Consulting



*Supply Chain it's not about what you want to sell, it's when, how, and what consumers want to buy*

Study by Accenture



*IGD predicts sales for the discounters will double to £21.4bn within five years in the UK*

Study by The Telegraph



*Retailers need In-store technology focused on making our employees 'smarter' and better informed*

Study by Retail Systems Research



*Most companies estimate they're analysing a mere 12% of the data they have*

Study by Forrester Research



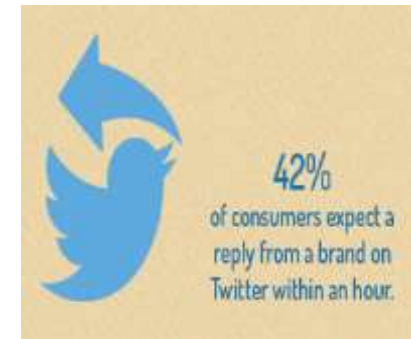
*The digital universe will grow from 3.2 zettabytes today to 40 zettabytes in six years*

Study by Hortonworks



*Visits to retail websites via mobile devices have overtaken desktop traffic for the first time ever*

Study by IMRG



*Social Media Shopping is critical component to Omni-Channel Retail*

Study by KIZER and BENDER



# BUSINESS DATA ANALYSIS TRANSFORMATION TIMELINE

## 1970

Transformation Phase

Business Intelligence was about Gut Feel



Nothing but good old fashion gut feel based upon local knowledge

## 1980

Transformation Phase

Introduction of Management Information Systems



Produce reports based on transactional systems

## 1990

Transformation Phase

Introduction of Data Warehousing



Consolidate transactional data to one location for analysis

## 2000

Transformation Phase

Introduction of Business Intelligence



Generate static reports and dashboards

## Today

Transformation Phase

Introduction of Data Discovery

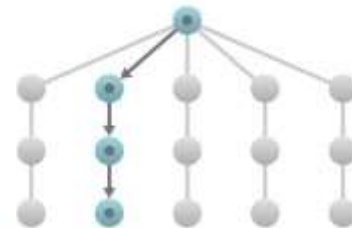
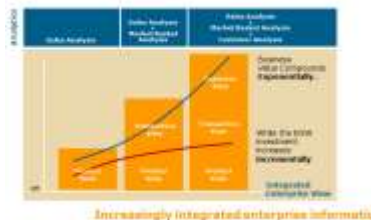


Dynamic exploration of data to uncover unexpected insights



```

File Path: .../Downloads/MS Scripts/Word 1.34 CDM Distribution/Opus
One symbol selected: 1
3142 push ax :illevel argument for RestoreDC
3143
3144 IF (%*PrvDsgn)
3145     InflateRect(LPRECT) rowClip, 4, 4)
3146     Assemble Note: code is inline because we're gods
3147
3148     lsa xl, [rowClipLeft]
3149     sz %PrvDsgn, %False
    
```



# Qlik for Fashion



Qlik® is a  
**Data Discovery Platform.**

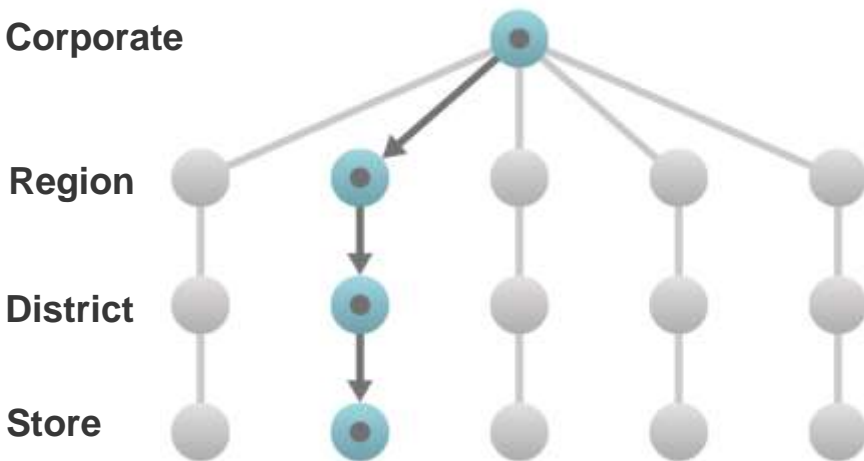
Data Discovery  
is **user-driven BI.**

Simplifying **Decisions** for  
Everyone, Everywhere



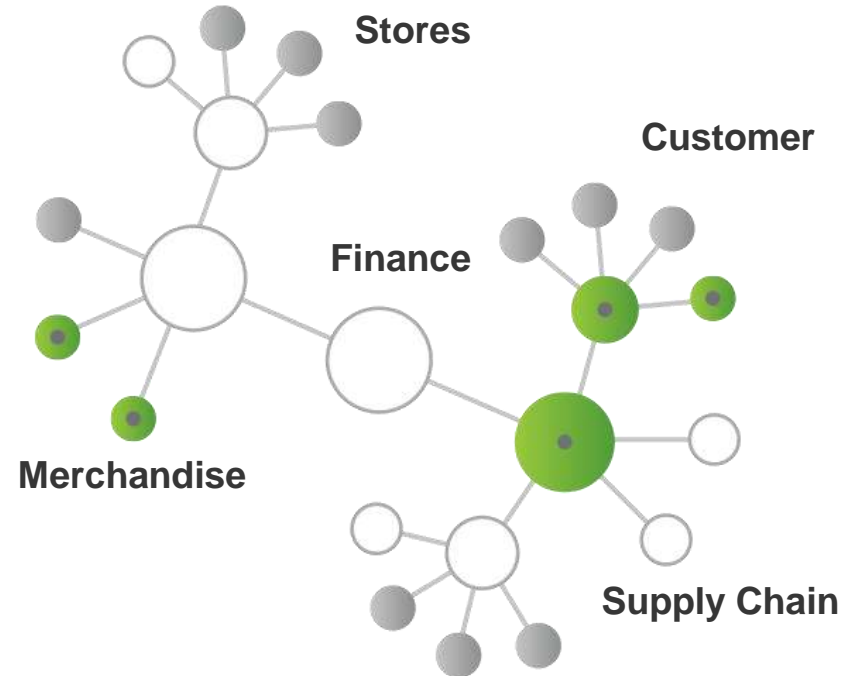
# The unique Qlik<sup>®</sup> patented data association technology

## How traditional BI and visualization tools work



- **Limited** view and access to data
- Forced down linear drill paths
- Need to involve IT to modify
- What-if and on-the-fly analysis is limited

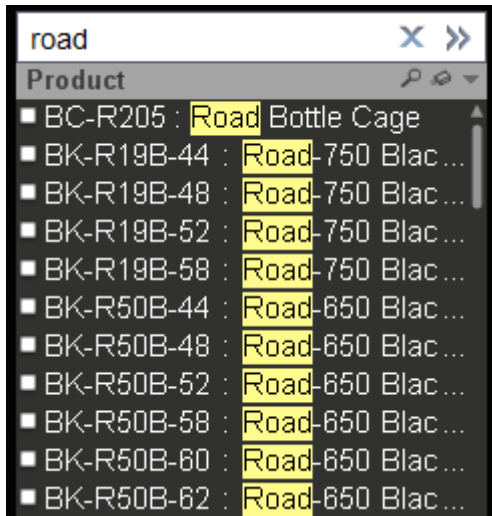
## QLIK



- **Freedom** to explore data from any point in analysis in a dynamic, interactive interface
- Answer any question on the fly, real-time
- Easily see connections, and disconnects in data

# Why is Associative Search Important?

- **Example: A merchant would like to analyze a particular item by week/store/geography/store grade.**
  - Typically a BI report is built which contains a set of prompts, which are filled in and the user drills into the area of the product hierarchy their item/sku in question resides.



The screenshot shows a BI report interface with a search bar containing 'road' and a list of products. The word 'Road' is highlighted in yellow in the second column of each row.

road	
Product	
BC-R205	Road Bottle Cage
BK-R19B-44	Road-750 Blac...
BK-R19B-48	Road-750 Blac...
BK-R19B-52	Road-750 Blac...
BK-R19B-58	Road-750 Blac...
BK-R50B-44	Road-650 Blac...
BK-R50B-48	Road-650 Blac...
BK-R50B-52	Road-650 Blac...
BK-R50B-58	Road-650 Blac...
BK-R50B-60	Road-650 Blac...
BK-R50B-62	Road-650 Blac...

## •Would you like to analyze a different item/sku?

- Rerun the report and fill in the prompts again.  
*(Time)*

## •Would you like to analyze more than one item/sku?

- You hope the two sku's you would like to analyze are in the same sub class.
- Otherwise IT rebuilds the report to allow for selection across different sub classes.  
*(Time Time ...)*

## •What happens if items are reclassified in the product hierarchy?

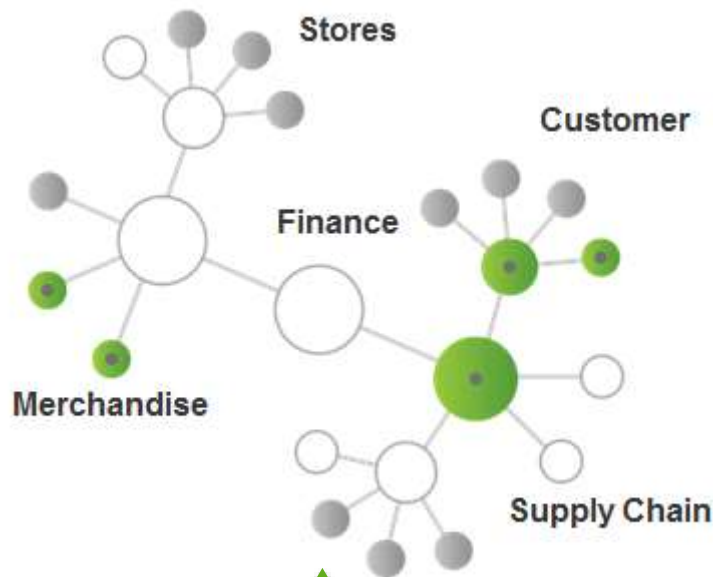
- You may have to rebuild the product hierarchy in the BI Software and reconfigure all reports based that use the product heirarchy  
*(Time Time Time .....)*

# Fashion Data Discovery

*It is not about the first question.*

- We know sales are trending down.
- We know we missed plan
- We know too many products are returned
- We know shipping costs are too high

*Real Data Discovery is about the Next Question.*



Combine Sources

Instant Association

**Operational Data**



**Historical Data**



**External Data**



# Qlik's Globally Strong Retail Presence

Broad Adoption Across: Store Operations, Merchandise, Customer, Supply Chain, Finance, HR, & IT

- **1,100+** Retail Customers worldwide of all varieties
- **3,000+** Retail & Wholesale Distribution Customers
- QlikTech Retail Apps on QV.com
  - [Omni-Channel Analytics](#)
  - [Retail Store Performance](#)
  - [Supply Chain - Order & Inventory Management](#)
- QlikMarket – Retail Apps
  - [QlikTech's Version of an App Store](#)
- Key Technology Partners
  - Teradata, Cloudera, Quantisense, Parstream



## Cabela's Unlocks the Power of BI

Learn why Cabela's has sought out tools such as QlikView...

[On-Demand Webinar](#)



# Qlik Solution Focus

## Finance & Executive Management

- Dashboards & Balanced Scorecards
- Enterprise Planning, Budgeting & Performance
- Financial Consolidation
- Predictive / What-If Analysis
- Governance & Risk Management
- Compliance - Regulatory, Environmental, EH&S
- Cash & Working Capital

## Sales

- Revenue & Margin - Multi-Channel Cross-Sell and Up-Sell Effectiveness
- Budgeting, Planning, Forecasting & Tracking
- Customer Service & Call Centre Operations
- Franchisee Contribution
- Sales Productivity at all Levels

## IT/HR

- Optimize IT Management & Delivery of Services
- Workforce Management, Remuneration & Training
- Labor Scheduling & Payroll
- IT Service SLA's & Resource Efficiency
- Governance across Compliance, Security & Data
- Inventory of Fixed IT Assets and Licences

## Marketing & Customer

- Customer Intelligence
- Campaign Performance Analytics
- Social Media Analytics
- Market Basket Analysis & Footfall
- Segmentation, Targeting & Life Time Value



## Store Operations

- Store Performance Dashboard
- Labor Management & Payroll
- Customer Service Analytics
- Loss Prevention & Fraud Analytics
- Store Development

## Merchandise & Buying

- Assortment Planning
- Buying Effectiveness
- Vendor Performance
- Price & Revenue Management
- Markdowns & Discounts
- Category Contribution
- Gross Margin

## Transportation & Logistics

- Inbound and Outbound Transport Analysis
- 3PL, Carrier and Delivery Performance Analysis
- Advanced Shipping Notifications (ASN) Alerts
- On Time Delivery / Receiving Analysis & Tracking
- Equipment, Fuel and Total Landed Cost Analysis

## Warehousing & Distribution

- Sourcing, Procurement & Vendor Analysis
- Damages/Seasonal Write-Offs, Warranty & Returns
- Inventory & Warehouse Management & Control
- Forecasting, Planning, Allocation & Replenishment
- Product Availability / Out Of Stocks



# Qlik Success Stories

## OVS



# OVS: Customer Snapshot



“By using Qlik, we can detect trends that were impossible to identify previously. Moreover, knowing we have Qlik as a tool to develop a solution, we can think of and structure our assortment planning and logistics processes in an entirely new way that would not have been possible without Qlik”

**Bruno Cocchi, ICT Director, OVS**

“Qlik helps us to save a huge amount of time in data analysis. It is also extremely flexible, allowing us to perform different types of analysis with a unique standardized layout.”

**Renzo Grotto, Manager, Supply Chain Applications Development Group, OVS**

***OVS is a leading Italian value fashion retailer with around 7,500 employees with a 4.79 percent market share in Italy. It has over 580 stores within Italy and more than 110 stores abroad.***

- **Function:** Executive, Finance, IT, Marketing, Operations, Sales, Service & Support, Supply Chain
- **Geography:** Italy, EMEA

# OVS: Customer Snapshot



## Return on investment

**Up to 50%**

time savings for data analysis

**Half a day**

for reporting, instead of one week  
previously

### Challenges

- Analyze supply chain data in real time
  - Reduce time for “big data” analysis
  - Make procurement smarter
- 

### Solution

- OVS deployed Qlik initially to 360 users, but plans to extend the solution to between 50 and 100 other employees within three years.
- 

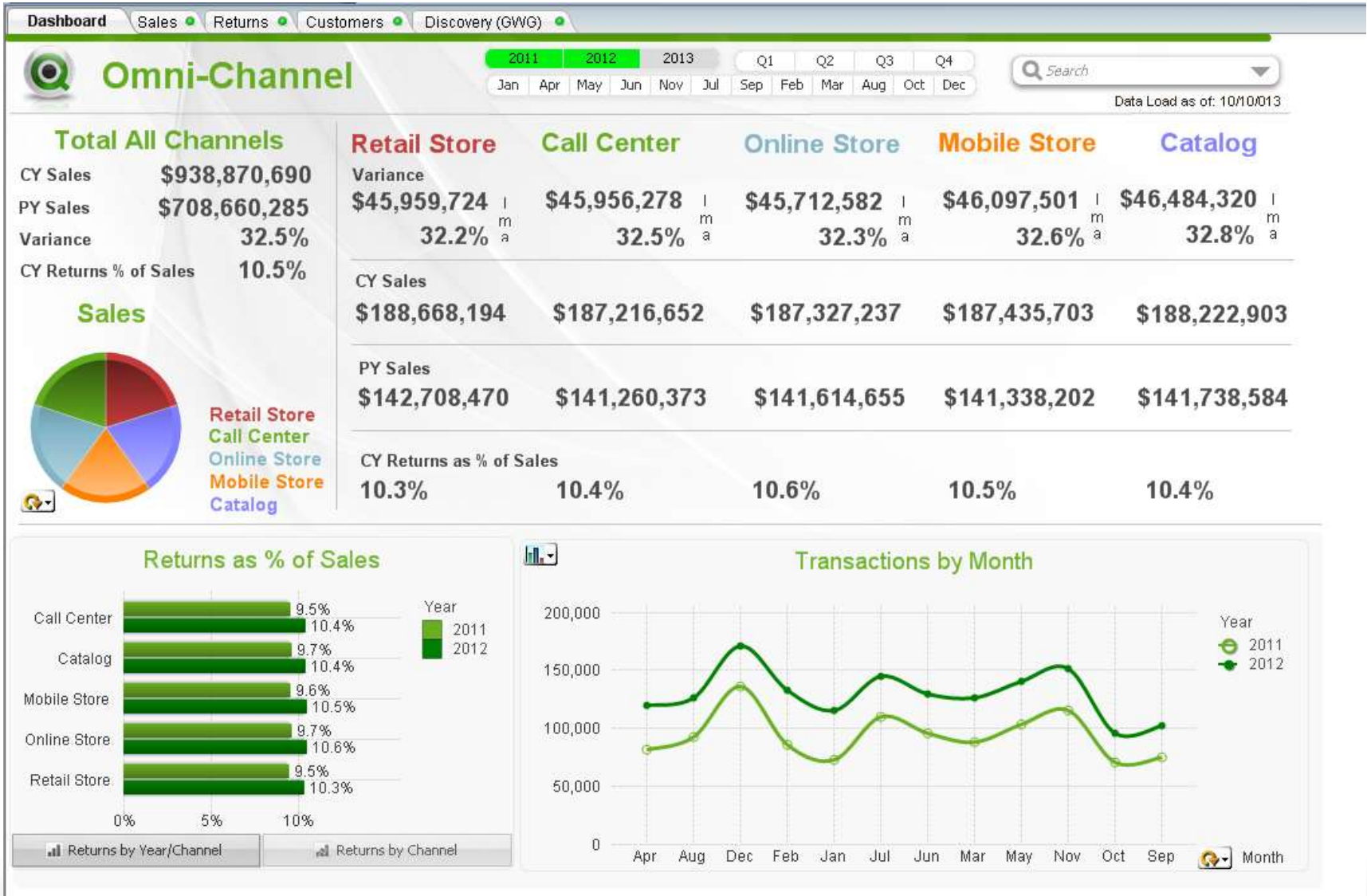
### Benefit

- Produced complex report analysis in half a day instead of one week
- Reduced application development time
- Integrated Qlik with existing IT assets
- Delivered performance data on each store in real time

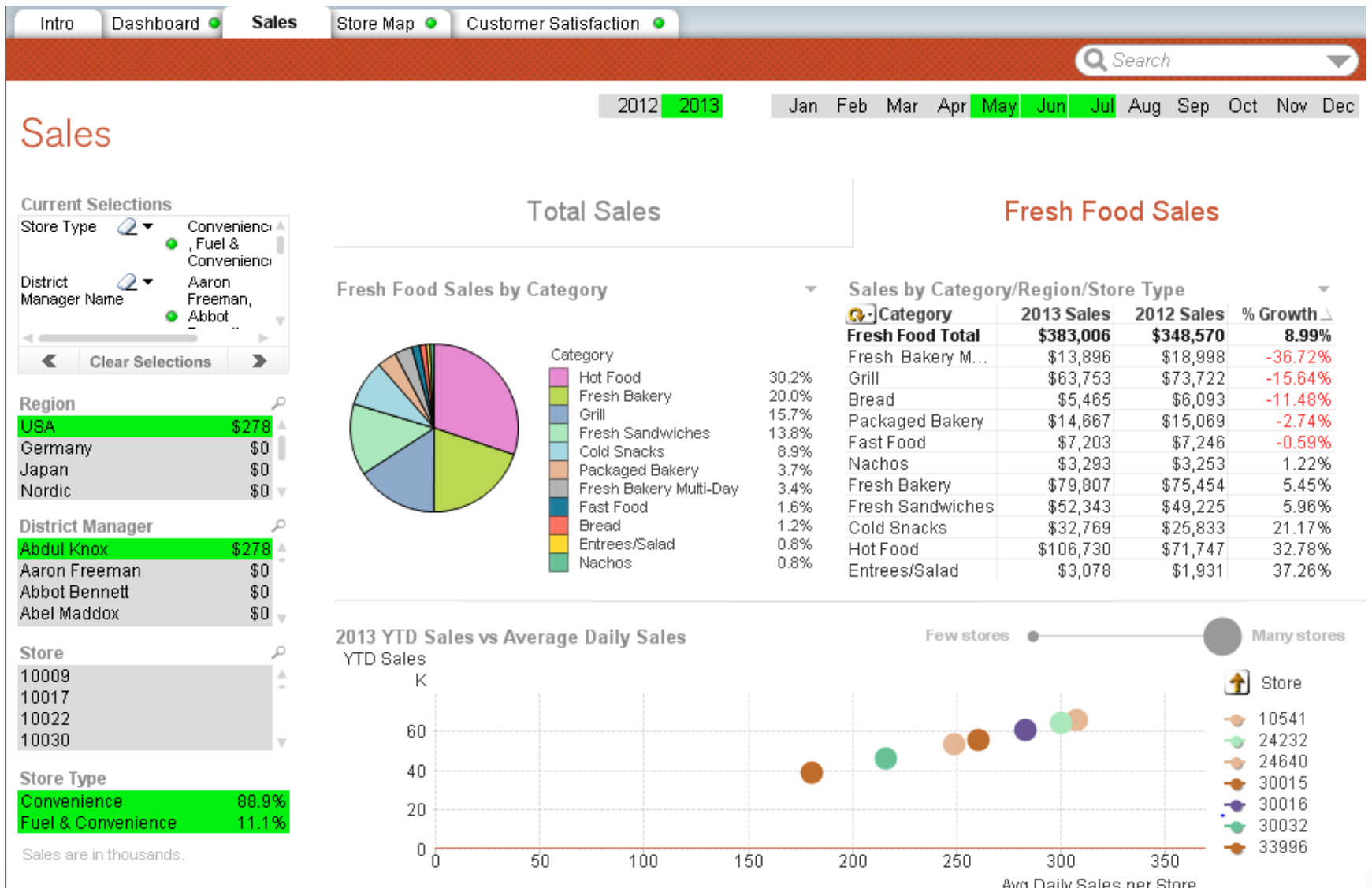
**Data Source Systems:** Business Objects, IBM DB2

**Qlik Partner:** Nevis – Horsa Group

# Qlik Omni-Channel Analytics Dashboard



# Qlik - Store Performance Dashboard





# Qlik - Supply Chain – Item Analysis

Welcome
How To...
Online Resources
Reading Material
Item Analysis
Depot Analysis
Store Analysis
Depot/Store Map

<< Clear >>

▼

QlikView developed in conjunction with QlikView partner THOROGOOD®

Last Updated: 23/03/2012 09:56:39

Current week is: 201141
Selected week: 201141
▼ Current Selections

Product Selections

- Category ▼
- Brand ▼
- Product Group ▼
- Packaging ▼
- Item ▼
- Item Number ▼

Other Selections

- Depot Number ▼
- Depot Name ▼
- Store Number ▼
- Store Name ▼

	To-Date	Selected Week	Current Week
100%			
94%			
88%			
82%			
76%			
70%			
	88.71%	89.57%	89.57%

Instock Banding

Default Bands

Brand	In Stock	Low	High
Beautiful Biscuits	95.8%		
Chilled Chocolates	58.1%	20.6%	21.2%
Super Sweets	49.3%	14.1%	36.6%

90.00%	92.50%	95.00%	97.50%	100.00%

Fine Tune

Lower = 97.00%

Upper = 98.50%

Week

- 201141
- 201140
- 201139
- 201138
- 201137

Date

- 13/11/2011
- 12/11/2011
- 11/11/2011
- 10/11/2011
- 09/11/2011
- 08/11/2011
- 07/11/2011
- 06/11/2011
- 05/11/2011
- 04/11/2011

Item	InStock %	InStock %
Sweetie Tuck Box	89.82	
white chocolate truffles	92.60	
Turkish Delight Bar 200g	93.20	
Toffee Snap Bar 200g	93.43	
Swiss Special Dark 200g	93.70	
White Chocolate bar 4...	93.97	
Rhubarb & Custard che...	94.46	
Toffee Snap Bar 400g	94.66	
Swiss Special Praline 3...	94.73	
Turkish Delight Bar 400g	95.24	
Fried Eggs	95.36	
Marshmallow Mushroom...	95.54	
Apple Ballitas	96.02	
Luxury 80% Cocoa Coc...	96.24	
Luxury 80% Cocoa But...	96.36	
Luxury 80% Cocoa	96.38	

Instocks (multiple Items)

■ Total Instock  
— Rolling Average

# Qlik- for Digital Marketing and E-reputation





Thank You

