DXC AI Augmented Retail Analytics for SAP BTP

Leveraging Augmented Analytics to Answer Vital Business Questions and Propel Retail Success

SAP Certified Operations

DXC is SAP Global Strategic Services Provider (GSSP) and SAP certified BTP SaaS Solution in SAP Store

Proven Track Record

DXC has a proven track record in complex solution implementations & systems integration

Proprietary Methods, Tools & IP

DXC developed optimization and transformation methods and tools, content extensions and accelerators

Solution components

- SAP Analytics Cloud
- SAP S/4HANA
- SAP BW BW/4HANA
- SAP Datasphere

Solution Overview

DXC's Augmented Analytics Solution for the Retail Industry marks a significant advancement for the retail sector, offering a comprehensive tool for data-informed decision-making. In a marketplace characterized by intense competition and rapidly changing consumer preferences, this solution provides retail businesses with critical insights into customer behavior, market trends, and operational efficiency. This analytical approach enables retailers to make well-informed choices, streamline their operations, and improve customer satisfaction. It empowers retailers to proactively identify opportunities and challenges, enabling them to adapt quickly to changing market conditions.

Customer Benefits Realized

Data-Driven decision making

Retail analytics enables businesses to make informed decisions based on data rather than relying solely on intuition - this leads to more accurate predictions and better strategies, improving overall decision-making processes.

Enhanced Productivity

Analytics helps retailers optimize their operations by identifying inefficiencies in the supply chain, inventory management, and store operations. This optimization leads to cost reductions, improved resource allocation, and streamlined processes.

Enhanced Customer Experience

By analyzing customer data, preferences, and behaviors, retailers can personalize the shopping experience. Targeted marketing, personalized promotions, and tailored product recommendations contribute to higher customer satisfaction and increased loyalty.

Enhanced Reputation and Brand Image

Retail analytics aids in precise inventory forecasting, reducing excess stock and preventing stockouts. This ensures that products are available when customers want them, minimizing carrying costs and improving overall supply chain efficiency.

Increased Sales and Revenue

Through insights gained from analytics, retailers can optimize pricing, promotions, and product placement, leading to increased sales and revenue. Targeting the right customers with the right products at the right time enhances the overall sales performance.

Features

- Sales performance assessment and growth strategy
- Identify sales drivers
- Sales evolution prediction
- Product mix optimization
- Identification of Emerging/Declining Products and Stores
- Granular Performance Analysis
- Just Ask

Contact us to learn more.

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DXC Public