

Data Analytics Case Study

A leading retail analytics solution provider reduces their time to market by 60% with the Nitor-Logi strategic partnership

INDUSTRY

Software

COMPANY SEGMENT

Software Product Development

ENGAGEMENT SCOPE

Development Of A Reporting Application With Forecasting Capabilities

HIGHLIGHTS

60% INCREASE IN APPLICATION USER ADOPTION

60% DECREASE IN TIME TO MARKET

80% REDUCTION IN NEW REPORT REQUESTS

ABOUT THE CLIENT

- ✓ Leading global provider of AI-enabled decision platforms, retail solutions, and customer-centric insights
- ✓ Customers among world's top retailers spread across 70+ countries
- ✓ Service offerings include customer intelligence, merchandising, and supply chain operations

BUSINESS REQUIREMENTS

- ✓ Create a reporting application that evaluates retail promotion performance. Build customizable dashboards for a 360° view of all promotions
- ✓ Migrate and re-engineer analytics from the existing SSRS based platform
- ✓ Embed an analytics platform in the application for post-facto analysis and forecasting
- ✓ Introduce a self-service module with the provision to customize reports and enhance data discovery
- ✓ Make the forecasting application device agnostic (accessible on mobile phones, tabs and PCs)
- ✓ Create a user friendly and highly customizable UX



CHALLENGES

- ✓ Low user adoption due to inadequate interactivity between the application and the analytics module
- ✓ Absence of a single platform to cater to varied user groups ranging from tech-savvy power users to casual business users
- ✓ Limited scope for scalability due to copious amounts of unstructured third party data and unavailability of solutions to white label and deploy on retailer servers

NITOR-LOGI APPROACH

Factoring in the client's requirement for embedding analytics into the reporting tool, Nitor proposed the Logi Analytics platform as a solution. Since Logi had native capabilities to provide advanced analytics and a seamless user experience, this was an apt choice. The approach included:

- Embedding an analytics module into the reporting application with single sign on functionality
- Enhancing user experience through native rich UI components that have the ability to integrate CSS and JavaScript
- Integrating data from Redshift and MongoDB using native Logi connectors
- Creating a self-service module to help end users with data discovery from the same application

KEY BENEFITS

As opposed to using a time consuming and rigid open source tool like HTML5 or JS, the quick, customizable and cost-efficient Nitor-Logi approach helped our customer achieve:

Flexible White Labelling

Open web-based architecture to maintain complete control over user experience

Scalable Licensing Model

Core-based license structure with no per-user fees to scale affordably

Seamless Embedability

Flexible APIs to customize and embed analytics within the flow of existing applications

On-demand Self-service Capability

Prompt delivery of information in context with the application so users have the required self-service capabilities

Faster Time to Market

Faster product releases with a 60% reduction in time to market

Lower R&D

About a 60% reduction in R&D time due to Logi Support and the availability of pre-built components