# CYQUENT
Retail Analytics Mobile App

The
Concept

In a competitive Retail scenario, the difference lies in doing business the SMART way! Most of the organizational management take decisions every moment. These decisions stem from years of experience of the team. However, when 'gut-feel' decisions are supported by historic data patterns, the chances of making the RIGHT decisions are vastly improved.

Strategic Planning for Retail has its genesis in the learnings from past trends. An appropriate BI solution would lend itself perfectly for discovery of trends and patterns, evaluating Forecasts against Actuals, observing the impact of applying corrections, and overall making better predictions.

Collectively, historic Data Reporting and Predictive Forecasting are the need of the hour, and a BI solution that can handle these needs are a much wanted solution for the Organization.

Further, the "success" of such a solution is likely to be measured by the level of user adoption. To be widely used, the solution had to be intuitive, easy-to-use, and must be literally "available on the fingertips". The MOBILE version of this BI Solution hence, was the key to drive success!
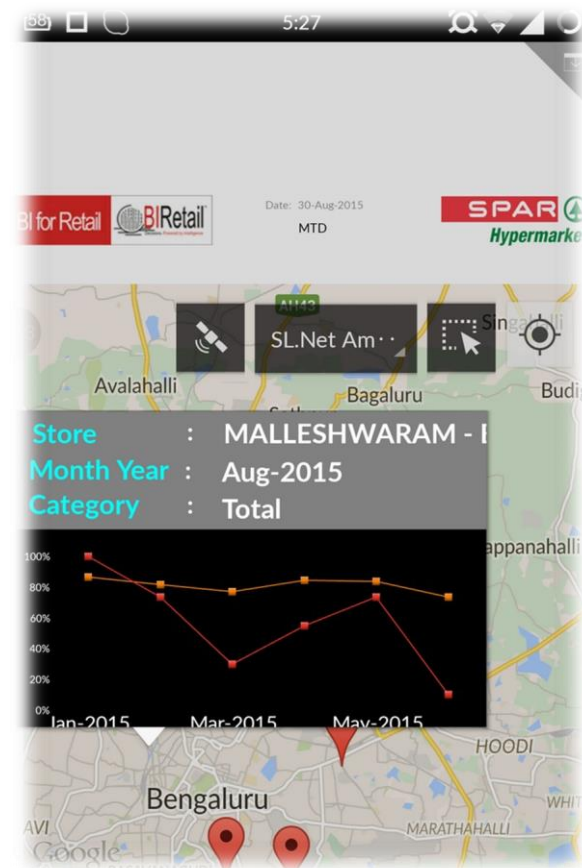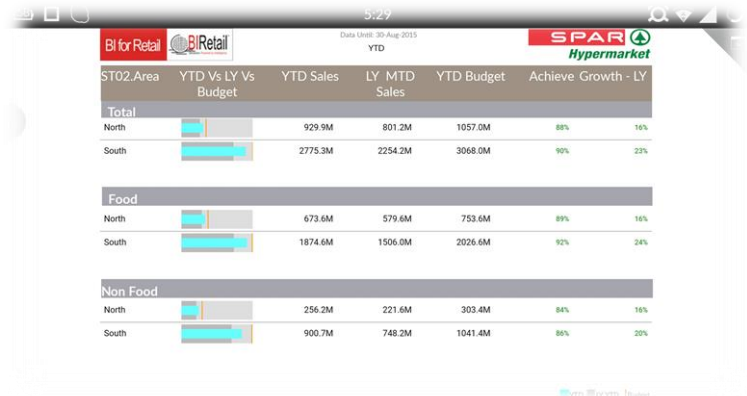
The
Features

To facilitate User Adoption, the BI Solution had to have an easy-to-use, intuitive interface.

The solution was made available on leading portable devices (iOS and Android), on both MOBILE and TABLET form factors.

Information and Metrics are presented in the form of Dashboards and Reports, using visual representations of charts, graphs as well as tabular grids.

Each Dashboard / Report is enabled with multi-dimensional drill paths, to allow users to discover insights, and consume data in an actionable manner.

End-user requires speedy display of the Dashboards / Reports, and response times have to be within a few seconds on every drill down of the data, even for large volumes.

The
Solution

The solution was built on the Microstrategy BI Platform, which includes a mature Mobile Development Framework.

Data Aggregation and Cleansing were pre-cursors to the solution implementation, and a very comprehensive Extract-Transform-Load (ETL) solution was created. This ETL was machine-automated, to avoid human intervention in the incremental daily data fetch. This ensured data accuracy to the highest level.

An OLAP layer was architected, and was highly optimized to provide speedy performance for the retrieval and reporting of data in the Dashboards / Reports configured.

Web based and Mobile based dashboards were configured to cover information reporting across all operational areas of the Retailer's business.

Geo-locational interfaces were incorporated in the Mobile dashboards, integrating with Google Maps.
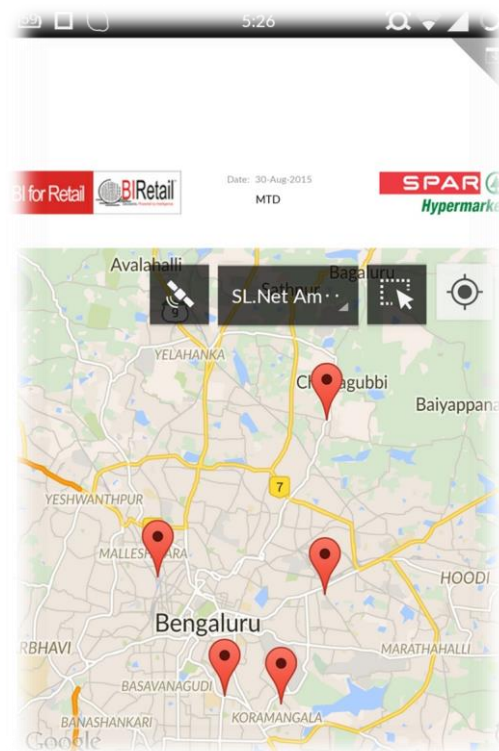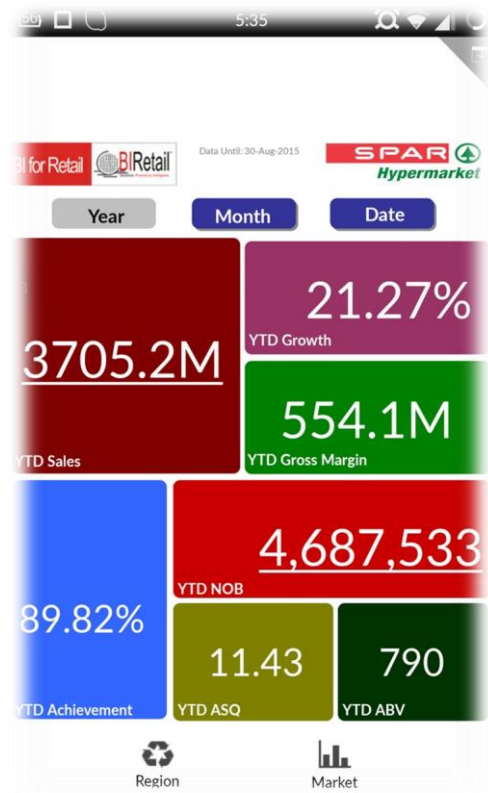

The
Benefits

- ❖ Data is Concurrent & Fresh
- ❖ Data Accuracy is guaranteed
- ❖ Business Users make fact-based decisions
- ❖ Assured Data Accuracy
- ❖ Mobile based dashboards and reports have shrunk decision timelines
- ❖ Trend Analysis is more inclusive over 2 years of historic data
- ❖ Load on the ERP is reduced

The
Technologies

- Microstrategy Business Intelligence Platform
- Microstrategy Mobile Development Toolkit
- Oracle
- MS-SQL Server Integration Services
- Microsoft ASP.NET
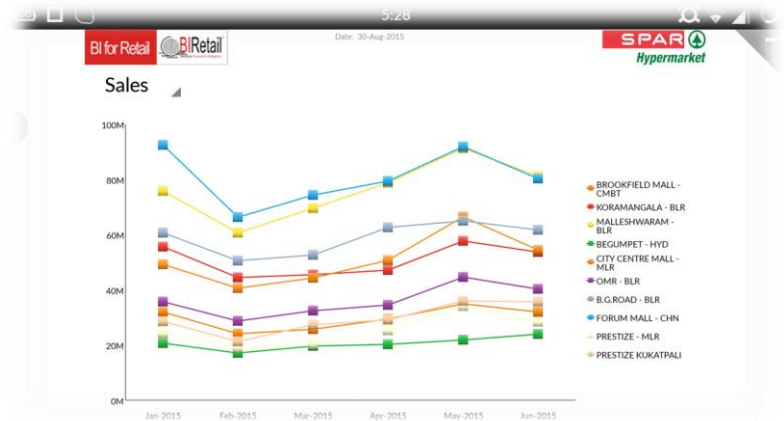
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