

UNIMART provides a unique shopping experience for everyone. UNIMART not only has daily necessities like vegetables, groceries, apparel etc. but also provides the customers with high-end, imported products of superior quality.

CHALLENGE

- Real Time Sales status
- No Interactive report
- Customer 360 analysis

SOLUTION

- We have set up a staging server for Unimart's data processing needs.
- Tableau has been deployed for their business intelligence (BI) analysis.
 1. Real-time Sales Analysis
 2. Customer 360 Analysis
 3. Supplier Analysis
 4. Product Level Analysis
 5. Promotion Analysis

RESULT

- Now they can analyze and access real-time sales information in Tableau, with the management accessing the reports on their mobile devices.
- The branding team can now analyze customer data and make more informed marketing decisions.
- The supply chain team can conduct promotion analysis and manage suppliers based on profitability.