



THE STORY

In today's highly competitive online retail industry, the ability to understand and to forecast sales data and what customers want to buy is a crucial part of their success.

THE CUSTOMER

One of the top Greek retailer in Sport equipment, **e-tennis**, member of FAIS GROUP, was looking to increase its sales by collecting and analyzing consumer purchasing behaviors. The success of this project would not only help to increase its sales revenue but also to streamline its supply-chain management and ultimately, improving its bottom-line.

THE STRATEGY

Our Business Intelligence & Data Analytics team, was recruited to design architect and develop an Analytic System. Besides successfully achieving the client's business objectives, the deployed solution employs the latest BI & Data Analytics technology.

HOW TO

Project management and architecture, which included requirement analysis and system design were done together with the client. Meanwhile the design team, in cooperation with e-tennis ERP Partner and several dedicated programmers, were responsible for the implementation and delivery of the Extract – Transform – Load (ETL) system.

CASE STUDY



THE SOLUTION

Dashboards, Key Performance Indicators (KPI's) and several Reports were developed for data browsing, offering the client a different/total view of his sales, in relation to the availability of the products in their warehouses. Now everyone in the client's organization is informed and empowered to make better decisions.

THE POWER OF KNOWLEDGE IN CLIENT'S HANDS WITH BENEFITS

1. Gained insights to make accurate and timely business decisions in ordering process.
2. Identified new revenue opportunities. By being able to analyze all data, one can create new offers to adjust to the current market situation and to better satisfy their customers.
3. Successfully tracked KPIs by getting alerts and notifications every time data changes regarding a specific KPI.
4. Got answers to all questions, plus extra answers (insights) to questions they did not even think of yet.
5. Optimized inventory management, predict trends and hence improved its supply-chain management, based on products "sale-out" analysis.
6. Saved time by giving insights within seconds. Long gone are the days of reporting that took weeks. Management, can now get answers faster.

“The goal to turn data to information is accomplished. Our organization has the ability to learn, and translate that learning into action rapidly. From now on, we can make better real time decisions.”

Antonis Theodorou

CEO - E-TENNIS MAROUSI & EL SOL SA (FAIS GROUP)

“iteam software helped understand issues we had no access before and thus decision making became easier and more correct. Data are being presented in various understandable ways and adjustments to every aspect is easy to achieve.”

George Mamassis

CEO - e-tennis.gr

