

# Data Science Drives 4x Revenue Growth for a Retail Chain

## Summarizing situation

A leading retailer with 100+ stores in India in lifestyle, fashion, and hypermarket aimed for 4x revenue growth. To increase sales of each store, they decided to closely observe the consumer pattern and buying behavior. They wanted evidence-based answers to below questions for formulating their strategy.

- How to maximize sales per square foot for existing stores?
- How to find a favorable location for opening a new store?
- How to boost customer purchase and impulse buying via visual merchandising?

## Our approach

- Segment the state into more meaningful clusters based on shopping behaviors
- Analyze the baskets to understand each store's performance down to individual shelf level
- Create a dashboard for the store team to compare performance quickly and easily on multiple parameters. Identify which parts of the store are driving success and matching existing store's profiles to new locations

## Solution outcome

This approach gave our client a clear picture of each store's potential. They also understood what worked and what not so that they can accordingly take a call on further investment in stocks, liquidation for avoiding overstocking and the need for opening new stores.

## About Us

Incorporated in 2005, Softude is a global IT consulting and services company with expertise in architecting digital transformation solutions and providing software product engineering services. We are dedicated to creating innovative and interactive digital experiences that connect people to the brand. These software solutions that are used across 32+ countries are engaging audiences in-venue, on the web, and personal mobile devices. Our highly competent and trusted team delivers digital brilliance that accelerates our client's digital-first journey.

Softude is a CMMI Level 5 appraised, ISO 27001:2013, ISO 9000:2015, and a Great Place to Work For certified company.

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