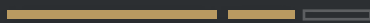


ANALYSIS AND REPORTING FOR AN ONLINE CHANNEL



THE CLIENT PROBLEM

Our client, a **warehouse format retailer** in the U.S. with over 600 clubs had a **rapidly growing online channel**. They needed a broad understanding of member engagement across their online channel - from **discovery to order fulfilment**. Our client also needed to **continuously monitor the lag between order creation and shipment**, covering over 65 categories. The lag between order and shipments often amounted to several million dollars of sales at a given time.

THE AQ SOLUTION

AQ delivered two solutions – one to measure engagement and the other to monitor order fulfilment.



We developed a daily engagement metrics dashboard which was delivered via email.



We built a Tableau based dynamic dashboard which could be updated daily. This dashboard also had the capability to deep dive into the key causes of lag and pinpoint warehouses/categories/regions with problems.

THE CLIENT BENEFIT

Our clients are now readily able to build a story around member engagement from discovery, to visit, to purchase to order fulfilment as they have all the insights at their finger tips.

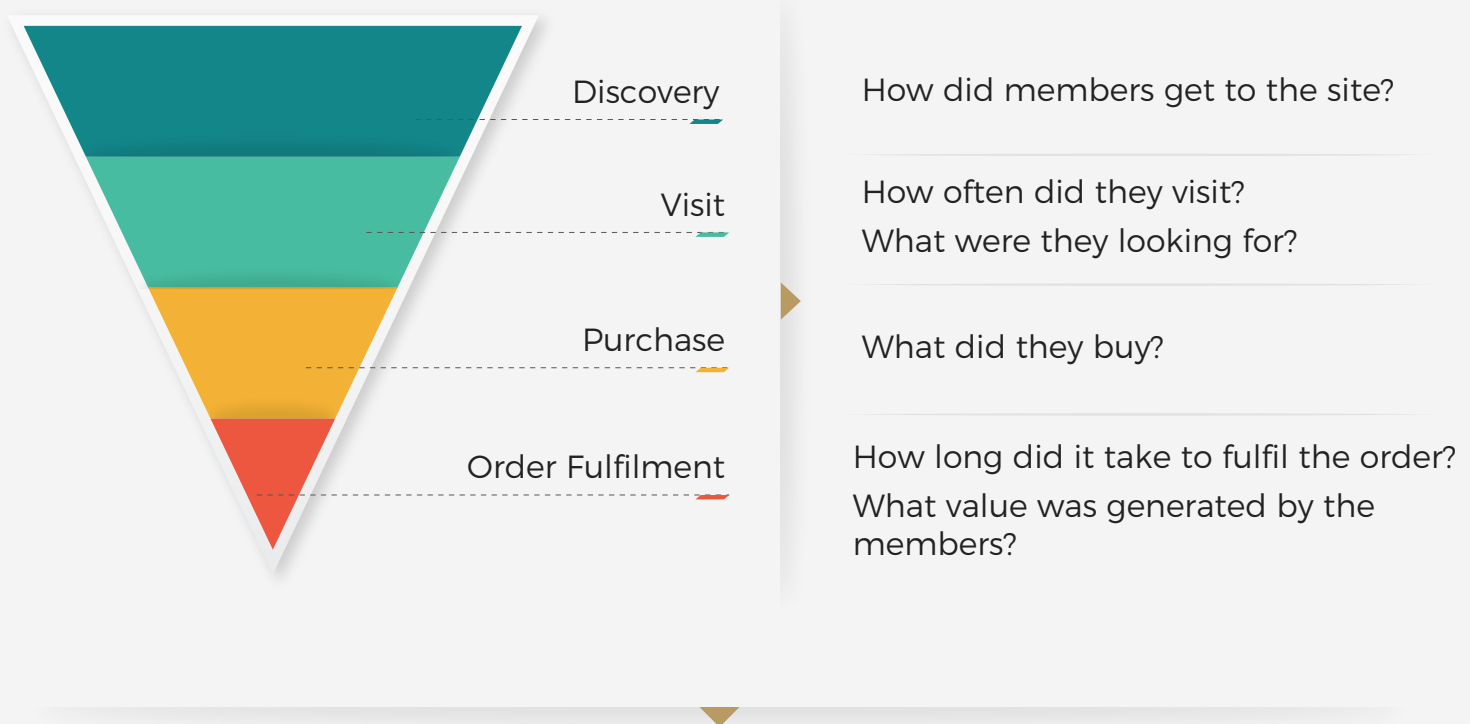
They can diagnose the performance of their business and identify remedial areas when required.

Their collaboration with AQ resulted in a quick turnaround of solutions which are now being used by a wide variety of client stakeholders – **ranging from executive leadership to operations teams.**

KEY PROCESS AND OUTPUTS

DAILY MOBILE FRIENDLY EMAIL DASHBOARD: WE SENT A DASHBOARD WITH KEY METRICS TO SENIOR LEADERSHIP EVERYDAY

The dashboard answered key business questions from discovery to order fulfilment.

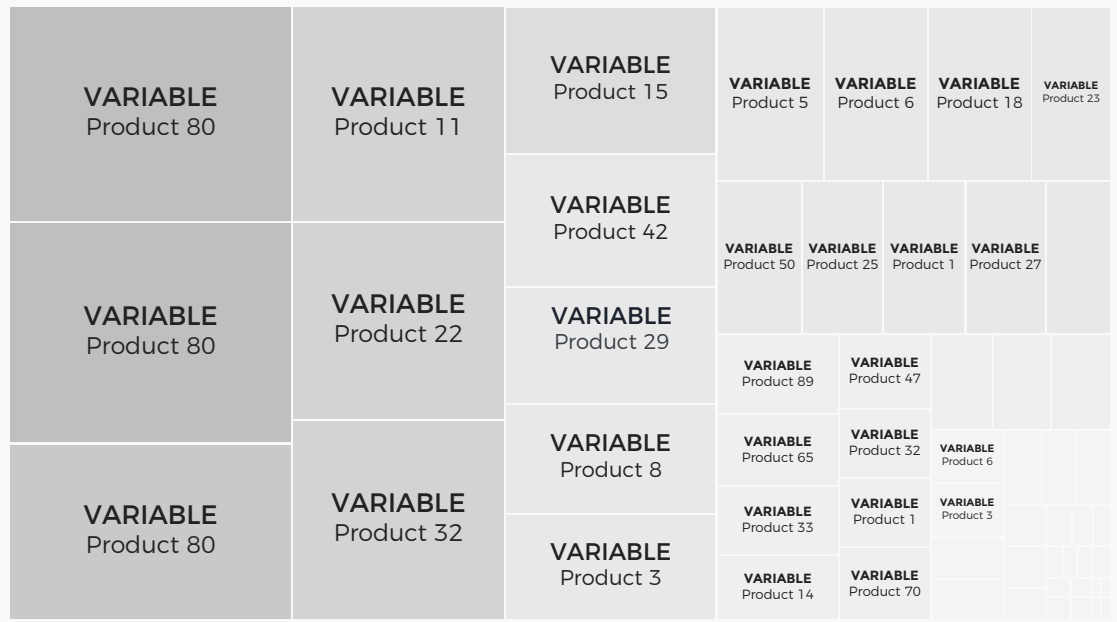


The dashboard answered everyday questions like:

- What was the value of orders that turned into sales?
- Which fulfilment center had the best/worst delivery performance?
- What products had the highest turns/lost sales?

A key visual from the dashboard:

Click on any cell to deep dive

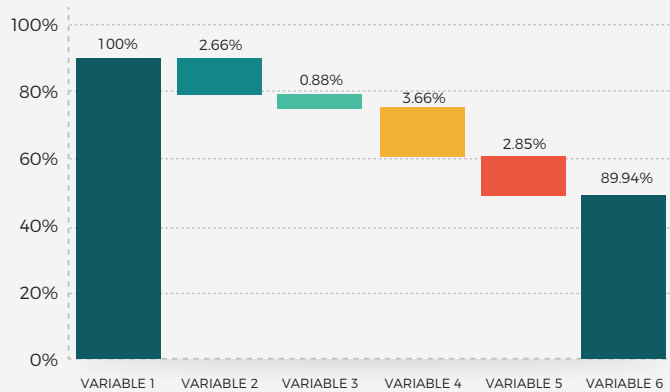


Visual 1

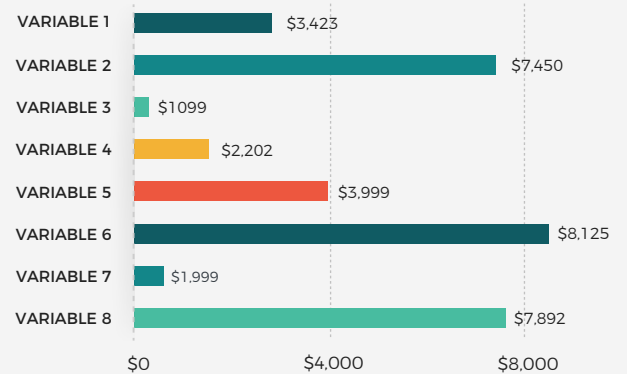
Lost sales by key category - Area chart

DEEP DIVE DASHBOARD: DEEP DIVE INTO PENDING SALES WITH THE CLICK OF A BUTTON

Some key visuals from the dashboard:



Deep dive into gaps between orders and shipments at the click of a button.



Visual 2

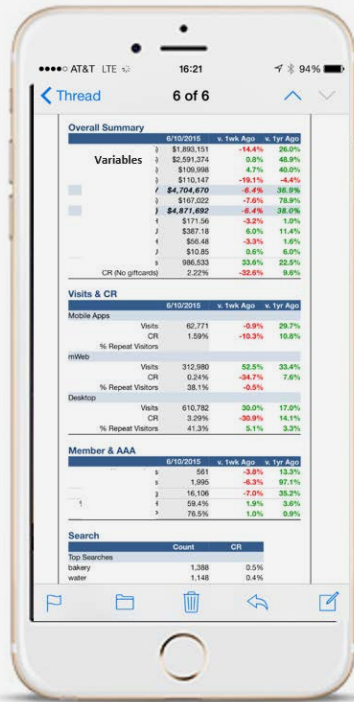
Lost sales by key category - Waterfall chart

Visual 3

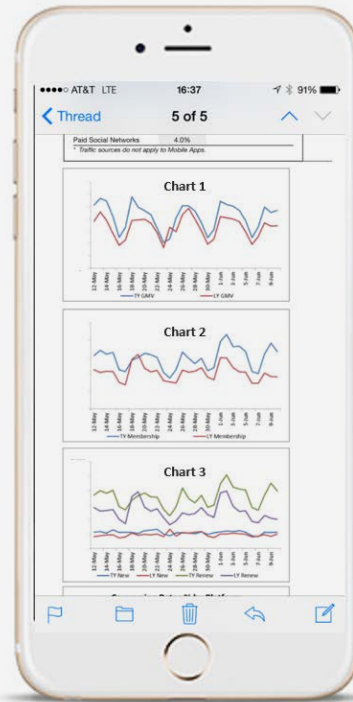
Pending Sales

DAILY MOBILE FRIENDLY EMAIL DASHBOARD: EXAMPLE OUTPUTS

Screen 1



Screen 2



Thank You

For any queries, get in touch with us.

connect@aqinsights.com