

**THOUGHTSPOT**

# Merchandise Managers Get Instant Data Access with 10,000 Searches Weekly

FORTUNE  
**100** MASS RETAILER

## A Competitive Edge in Retail

Large retailers are more reliant on data than ever before. They manage massive transaction volumes across millions of customers. Having the right products available to meet evolving customer preferences is critical for success. The merchandise planning team is tasked with managing a retailer's thousands of product SKUs in order to maximize sales and minimize losses from markdowns and stockouts. To do this effectively, they need visibility into daily sales, customer, and product data from multiple sources. With this insight, they can quickly make informed decisions, including how to best display products and which products to mark down.

## Hours Spent on Manual Analysis

Unfortunately, at one Fortune 100 Mass Retailer, the merchandise managers were struggling to analyze this information. The company's legacy Business Intelligence (BI) tool, Tableau, couldn't support the volume of data and the frequent ad-hoc requests. The system was constantly timing out and creating a huge backlog for the BI team. As a result, the merchandise managers were forced to spend hours manually building pivot tables in Excel to understand daily performance across product lines. This meant they only had time to manage a subset of their products. They were missing out on critical opportunities to improve product margins and meet customer needs.

## Highlights

**710**Merchandise  
Managers**10,000**Weekly Ad-hoc  
Searches**8**TB of Data from  
POS, Web traffic  
and CRM systems**950**

Hours Saved

Instant answers to any  
ad-hoc question with daily  
product SKU data.

# Building a Data-Driven Retail Machine

## Self-Service Analytics for Everyone

The BI team needed an easy to use solution for the merchandise managers to analyze their own data. They turned to ThoughtSpot's Relational Search Engine because it was easy enough for the merchandise managers to use without the help of data experts. ThoughtSpot's ability to analyze terabytes of data with sub-second response time meant the BI team wouldn't need to spend hours maintaining complex data structures, and the managers would now have the flexibility to perform ad hoc analysis.

## Expanding on a Good Idea

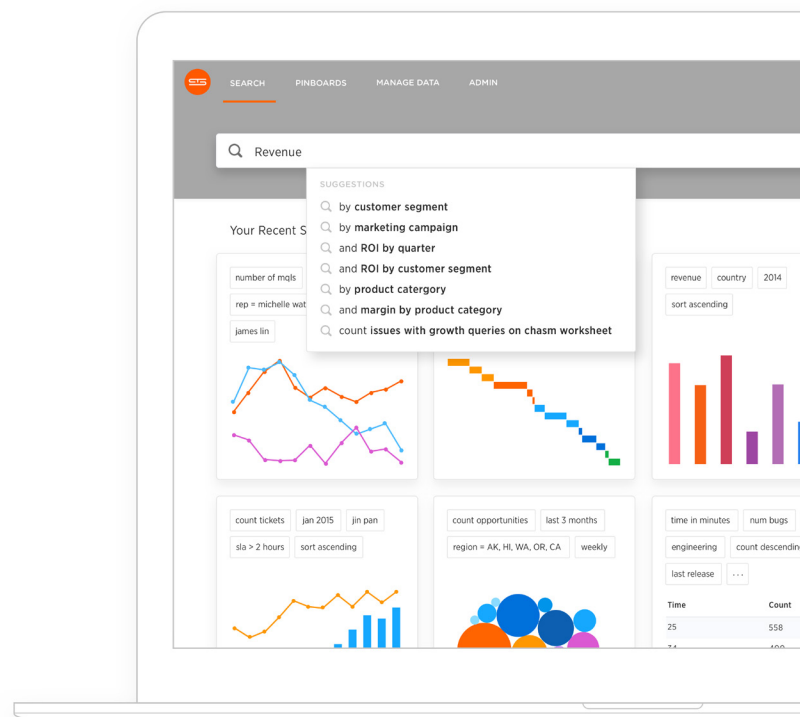
ThoughtSpot is being used across the company to help with:

- **Customer Insights:** providing a complete customer view, including preferences, purchase history and web activity.
- **Product Profitability:** giving end users visibility into popularity of items, time on discount, frequency of stock outs, and average inventory levels.
- **Order Analysis:** analyzing order economics profitability, market basket analysis, and delivery times across regions.

With ThoughtSpot, the merchandise managers are now running over 10,000 searches each week. They are getting insight into daily sales trends, market basket assortment, and product profitability. This direct access to data has improved merchant productivity, saving them over 950 hours per week.

“ I've never seen hundreds of merchants log in to a BI product multiple times a day.

- VP of Merchandising,  
Fortune 100 Retailer



Don't BI. Just Search