Franchise Owners Streamline Store Operations with Embedded Analytics

FORTUNE 500

MASS RETAILER

Keeping Pace with Rapid Growth

Franchising is a highly competitive sector in the retail industry. One Fortune 500 electronics retailer, an established brand for over 20 years, has grown to support a nationwide network of 800+ franchise stores. To keep pace with this rapid growth, they wanted to give their franchises access to daily sales, marketing, and peer benchmarking data. This would allow store managers to make data-driven decisions on the fly, and remain competitive.

Limited Views Despite Massive Efforts

To do this, the retailer used an old Microsoft Sharepoint analytics portal Unfortunately, it was hard to use, constantly timing out, and only gave viewers access to a limited view of their data. This created a poor user experience for store managers. It was also costly and time-intensive for the BI team to maintain. The BI team spent hours maintaining 30+ cubes to support the necessary data views that franchise owners needed. Changes to a report typically took months. Despite these efforts, franchise owners were not getting the visibility they needed. Instead, they were making business decisions based on gut instincts.

The retailer needed a way to share analytics with franchise managers that could scale to thousands of users, would be easy for non-technical managers to use, and would be less resource-heavy for their internal teams to maintain.

Highlights

5000
Store Managers and Associates

1000
Ad-hoc weekly searches

3
Data sources (POS, Inventory, HR)

15% Improved Staffing Efficiency

Planned increase from correctly forecasting demand per store.

ThoughtSpot Delivers Self-Service Data Insights

Becoming a Data-Driven Organization

The retailer's head of BI chose ThoughtSpot's embedded analytics platform to support their new portal. Powered by a relational search engine, ThoughtSpot calculates answers on the fly from terabytes of data. The simplicity of using search to query data means anyone can build their own reports in minutes, without technical training. And the powerful BI engine is flexible enough to support countless data views, freeing the BI team from wasting hours building cubes or aggregate tables. Also, ThoughtSpot's unique "unlimited- users" business model would allow them to scale to thousands of users without additional costs.

Embedded Analytics Delivers Results

With ThoughtSpot, the retailer can now give franchise owners unlimited and secure access to the data they need. Store managers can create their own reports and dashboards, and get immediate answers to their questions. They are spearheading efforts in:

- Merchandise Planning - by analyzing POS data across category, display location, or region they can maximize sales and optimize product mix to increase overall revenue

- Inventory Allocation - by analyzing inventory across warehouse, store location, shipment status, and fulfillment, they can reduce store stockouts

- Workforce Optimization - with data on store staffing and foot traffic across stores and regions they can improve staffing efficiencies

This retailer is now empowering all franchise owners across their organization to run their stores with data-driven decisions.

> "ThoughtSpot is helping our 700 store managers answer their own questions in minutes It's going to be a game changer for our company."
>
> - Chief Marketing Officer
>   Fortune 500 Retailer