BDRA
(BIG DATA RETAIL ANALYTICS)

15+% MARGIN   **-30+%** NON-PERFORMING PROMOTIONS

CUTTING EDGE BIG DATA ANALYTICS

AGGREGATION, ASSIMILATION, ANALYTIC PLATFORM

BDRA is an end-to-end data aggregation, assimilation, and analytics platform that brings together disparate silos of enterprise and external data.
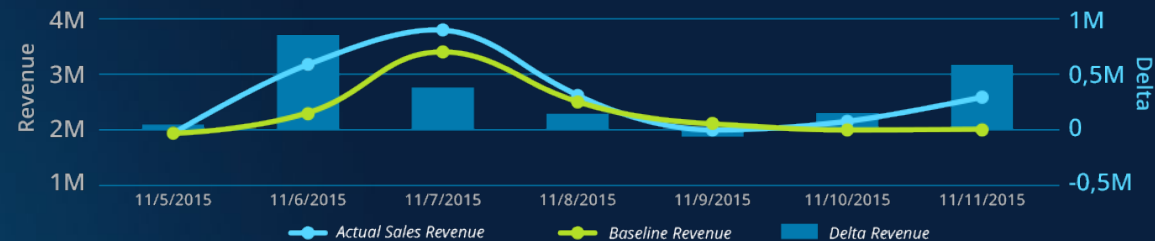
INTEGRATED PROCESSES

By applying sophisticated math, statistics, and econometrics to drive insights, intelligence, and innovation in business processes — from strategic planning to tactical execution.
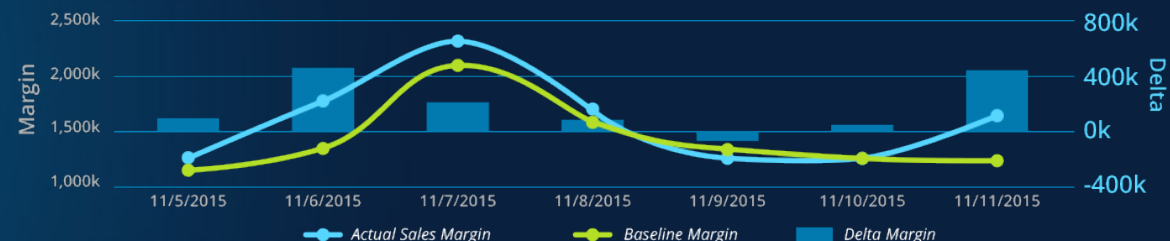
INDEPENDENT SMART SYSTEM

BDRA supports business users analyzing their data without having to depend on IT teams.

ACTUAL SALES REVENUE VS BASELINE REVENUE

Revenue: 4M, 3M, 2M, 1M — Delta: 1M, 0,5M, 0, -0,5M

11/5/2015 11/6/2015 11/7/2015 11/8/2015 11/9/2015 11/10/2015 11/11/2015

— Actual Sales Revenue   — Baseline Revenue   ▉ Delta Revenue

ACTUAL SALES MARGIN VS BASELINE MARGIN

Margin: 2,500k, 2,000k, 1,500k, 1,000k — Delta: 800k, 400k, 0k, -400k

11/5/2015 11/6/2015 11/7/2015 11/8/2015 11/9/2015 11/10/2015 11/11/2015

— Actual Sales Margin   — Baseline Margin   ▉ Delta Margin

HOW CAN IT HELP

Real-time visibility of all store operations.

Sophisticated demand & price elasticity computations.

Build profitable campaigns.

Sales Manager

Marketing Manager

Retail Manager