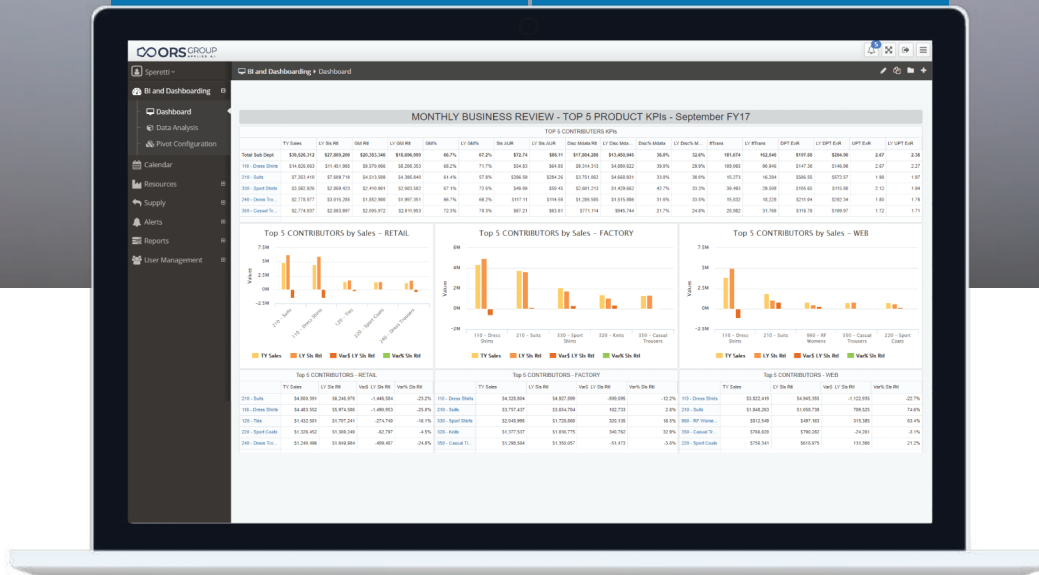ORS RETa.i.L

Retail Analytics 4.0 (BDRA)

INSIGHTS AND INTELLIGENCE FROM AN INTEGRATED DATA ECOSYSTEM

Today's enterprises move on data—data-driven decisions, predictions, planning, and execution. Even as organization leaders embrace a data-driven business, there remain challenges in realizing true value of enterprise data that are typically in silos, opaque, and IT-dependent on integration.

Price Elasticity

Post-Promotion Performance Analytics

Cluster Analytics

BenchMark

StoreScan

Data Cleaning and Collection

Business Intelligence and Analytical Platform

The ORS Retail Analytics 4.0 (BDRA) is an end-to-end Data Aggregation, Assimilation, and Analytics platform that brings together disparate silos of enterprise data and external data in the retail world.

By applying sophisticated math, statistics, and econometrics, the Hub drives insights, intelligence, and innovation in business processes—from strategic planning to tactical execution to operational streamlining.

The Hub Data Cluster aggregates Financial, Customer, Store, Product, Environment, and Transaction data seamlessly from diverse data systems (ERP, CRM, Supply Chain, etc), cleanses such data and makes it available for analytics.

The Retail Analytics 4.0 (BDRA) helps business users analyze their data for the following purposes, without having to depend on IT teams or having to possess technical knowledge:

- Analyze all collected Data for decision making improvement
- Construct dynamic and static Reports
- Easily and rapidly slice and dice any Dimensions (entities) or Measures (KPI, Statistic) leveraging OLAP Cube technology
- Set up templates, share, and collaborate with other users
- Work with terabytes of data on any level and on any dimension
- Customer dashboard using widgets, and share across enterprise

Based off the Retail Analytics 4.0 (BDRA) , ORS offers the following solutions tailored to the retail industry:

Price Elasticity
Measure the impact of product pricing on demand, and create a dynamic, real-time pricing matrix across stores and geographies

Post-Promotion Performance Analytics
Under the real expense of promotional pricing, and predict future scenarios driven by stores, location data, people data, and trends

Cluster Analytics
Perform analytics at speed, where stores of common parameters are grouped to study patterns to build common strategy

BenchMark
Understand qualitative variables in style, color ways, and designs according to best and lowest sellers

StoreScan
Build operational efficiency in every store through data-driven process, people, and resource analytics