



Being a state-of-the-art hypermarket chain in Dhanmondi and Gulshan, UNIMART provides a unique shopping experience for everyone. UNIMART not only has daily necessities like vegetables, groceries, apparel etc. but also provides the customers with high-end, imported products of superior quality. A clean and hygienic space with easy access to all products, UNIMART is the go-to choose for shoppers and busy bees who will find their all necessities under one roof.

CHALLENGE

Management previously reported various sales information by text / Whatsapp. The process was completely manual. Further analysis or deep drive was time dependent as compared to preparing it from an ERP.

SOLUTION

A Sales analytics dashboard has been developed for Unimart's management using an automated data pulling mechanism from the ERP. Rather than sending static information to management, they now get insightful sales information with interactivity and deep analysis feasibilities for company and individual outlet level.

RESULT

They are now able to conduct analysis for their sales performance both overall and outlet level. Likewise, analysis can be done for individual department level & product level. They can also understand the seasonality through the individual level analysis. As the dashboards refresh automatically manhours for each request is reduced significantly which was approximately 3 hours+ per request.

CORE TECHNOLOGY USED:

