



ANALYTICS AND DASHBOARD DEVELOPMENT FOR A LEADING ONLINE E-COMMERCE RETAILER



THE CLIENT

The customer is a leading online e-commerce retailer.



BUSINESS NEED

The customer envisaged to develop product level insights and metrics to improve profitability, baseline and revenues.

Some of the challenges included:

- Online metrics were not being mapped to product profitability
- Incomplete reporting
- Limited visibility into performance of SEM traffic sources
- No A/B Testing Support



TECHNOLOGY USED

- Web Analytics: Omniture
- BI/Analytics Tools: Teradata
- Database: SQL



BUSINESS BENEFITS

- The product level insights were useful for category managers to take off non-performing products and focus on relevant ones
- Provided a more intuitive user interface.
- Ease of access to information for multiple departments
- Easy to setup separate data views for those with limited access levels
- Formulated A/B testing approach



SOLUTION DELIVERED

ALLEN Calsoft Labs' solution included the following activities viz,

- Developed a measurement strategy linked to business needs
- Captured all Web metrics like visits, clicks, time spent on page, number of products visited etc,
- The web metrics were then combined with product margin, availability, and promotional offers for comprehensive reporting

ABOUT ALLEN CALSOFT LABS

ALLEN Calsoft Labs is a next gen digital transformation, enterprise IT and product engineering services provider. The company enables clients innovate, integrate, and transform their business by leveraging disruptive technologies like mobility, big data, analytics, cloud, IoT and software-defined networking (SDN/NFV). ALLEN Calsoft Labs provides concept to market offerings for industry verticals like education, healthcare, networking & telecom, hi-tech, ISV and retail. Headquartered in Bangalore, India, the company has offices in US, Europe and Singapore. ALLEN Calsoft Labs is a part of ALLEN group, a leader in technology consulting and engineering services.

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