

SHOPPERS STOP

START SOMETHING NEW

Shoppers Stop
Mumbai, India
www.shoppersstop.com

Industry:

Retail

Annual Revenue:

US\$350 million

Employees:

3,851

Oracle Products & Services:

Oracle Data Integrator Enterprise
Edition

“Managers now have access to timely and accurate data. This helps them to better analyze the sales performance of their stores and develop marketing programs that target different customer segments.” – Avanoor Krishnakumar, Customer Care Associate and Deputy General Manager, Solutions and Technology Team, Shoppers Stop

Shoppers Stop Completes Sales Reports in Two to Three Minutes Rather Than One Hour

Established in 1991, Shoppers Stop is India’s largest retail chain of large format department stores owned by K. Raheja Corp Group. Shoppers Stop offers customers a world-class shopping experience through its 30 stores in 13 cities. The company sells a range of domestic and international premium brands in categories such as apparel, accessories, cosmetics, home, bed and bath.

Challenges

- Replace a data mart based on Microsoft SQL Server to speed up processing large transaction queries
- Improve analysis of information in the company’s data warehouse relating to its customer loyalty program, which has one million members
- Load data in increments from multiple disparate systems into the data warehouse overnight, cleanse the data, and make it available to managers the next morning
- Identify altered data from multiple sources

Solution

- Deployed Oracle Data Integrator to load information about customer buying patterns and store sales performance from multiple enterprise resource planning systems into the company’s data warehouse
- Reduced the time it took to refresh data in the data warehouse from half-a-day to one hour, which ensured managers received timely sales, inventory, and loyalty program data
- Enabled managers to better analyze which products are selling through stores, and also analyze customer buying behavior so they can maintain optimum inventory levels
- Allowed managers to complete standard sales reports in two to three minutes rather than one hour, previously
- Gained the ability to develop marketing campaigns that meet the requirements of specific customer segments based on their purchasing history