



Case study

Enhancing sales insights for a luxury retailer

A major retail chain unifies multichannel sales data, enabling quicker insights and empowering managers with data-driven decision-making.

Overview

Discover how Fosfor helped the luxury retailer



Go from slow, complex multichannel data analysis

Disparate tools and platforms made it difficult for a major retail chain to perform collective analysis of sales data, resulting in slow insights and limited decision-making capabilities.



To faster, deeper insights with an easy-to-use tool

Empowering store and category managers with natural language-driven analytics enabled rapid, in-depth insights into sales trends, key drivers, and anomalies across multiple channels.

Using the Fosfor Decision Cloud

Fosfor leveraged natural language prompts to simplify data interaction, uncovering actionable insights and diagnosing root causes for performance variations.

Results

Opportunity to mitigate cancellation for **10%** of all orders

Loss mitigation totaling **>5%** of firm revenue identified

Opened natural-language access to analytical AI to all category managers

Challenges

Analyzing and interpreting data across multiple channels and supply chains is crucial for contemporary retail businesses – far more so for a multichannel, multi-brand luxury retailer. Companies face significant challenges when their data is spread across disparate systems, making it difficult to gain a unified view of their business performance. As retail continues to evolve with the increasing number of digital and physical sales channels, the speed at which insights can be generated and acted upon is becoming a key differentiator. Retailers need streamlined solutions that simplify complex data analysis, enabling faster, more accurate decision-making to stay ahead.

The client, a renowned American multichannel luxury retailer, sought to improve its ability to analyze sales trends and patterns across various sales channels and supply chains. The company faced challenges due to the complexity and costs associated with existing data analysis processes, which required multiple tools and platforms. Additionally, their decision-making process was hindered by the slow time to insights and the limited depth of insights.

To address these issues, we offered a solution that went beyond the client's original request by not only providing deep insights but also empowering store and category managers to directly interact with the data using natural language prompts.

Solution

We delivered a solution that enabled store and category managers to obtain insights using natural language prompts, eliminating the complexity of traditional data analysis tools. The solution provided comprehensive insights, including key drivers of performance, anomaly detection, diagnostic insights, and sales forecasts. Among the early solution insights was the identification of a sales drop caused by significant cancellations within specific product categories across the retail chain, allowing the client to take corrective measures.

The innovative use of natural language processing to interact with the data provided the client with an unprecedented level of accessibility and speed in generating insights. This approach simplified data analysis across channels, enabling stakeholders to understand the root causes of performance variations quickly.

Fosfor enabled the business to discover that 10% of all orders were canceled and to put in place processes to mitigate this. In the product category with the highest cancellations—Women's Designer Ready-to-Wear—Fosfor helped the team discover cancellations totaling more than \$60 million per year—which alone represented a >1% hit to the firm's annual revenue. Estimated overall opportunities for loss mitigation exceeded 5% of revenue.

How the Fosfor Decision Cloud works

The Fosfor Decision Cloud enables organizations to rapidly uncover insights from their data leveraging AI, Natural Language Query (NLQ), and Natural Language Generation (NLG). Business users can simply ask questions about their business data using Fosfor Ask, analyze billions of records in seconds using Fosfor's powerful semantic modeling capabilities, and receive comprehensive, automated insights—without the need for technical expertise. Additionally, Fosfor AI—the platform's GenAI-powered co-pilot—helps streamline every stage of the data-to-decisions lifecycle, from data transformation to model development to prompt engineering and results summarization.

The Fosfor Decision Cloud allowed the multichannel retailer to:

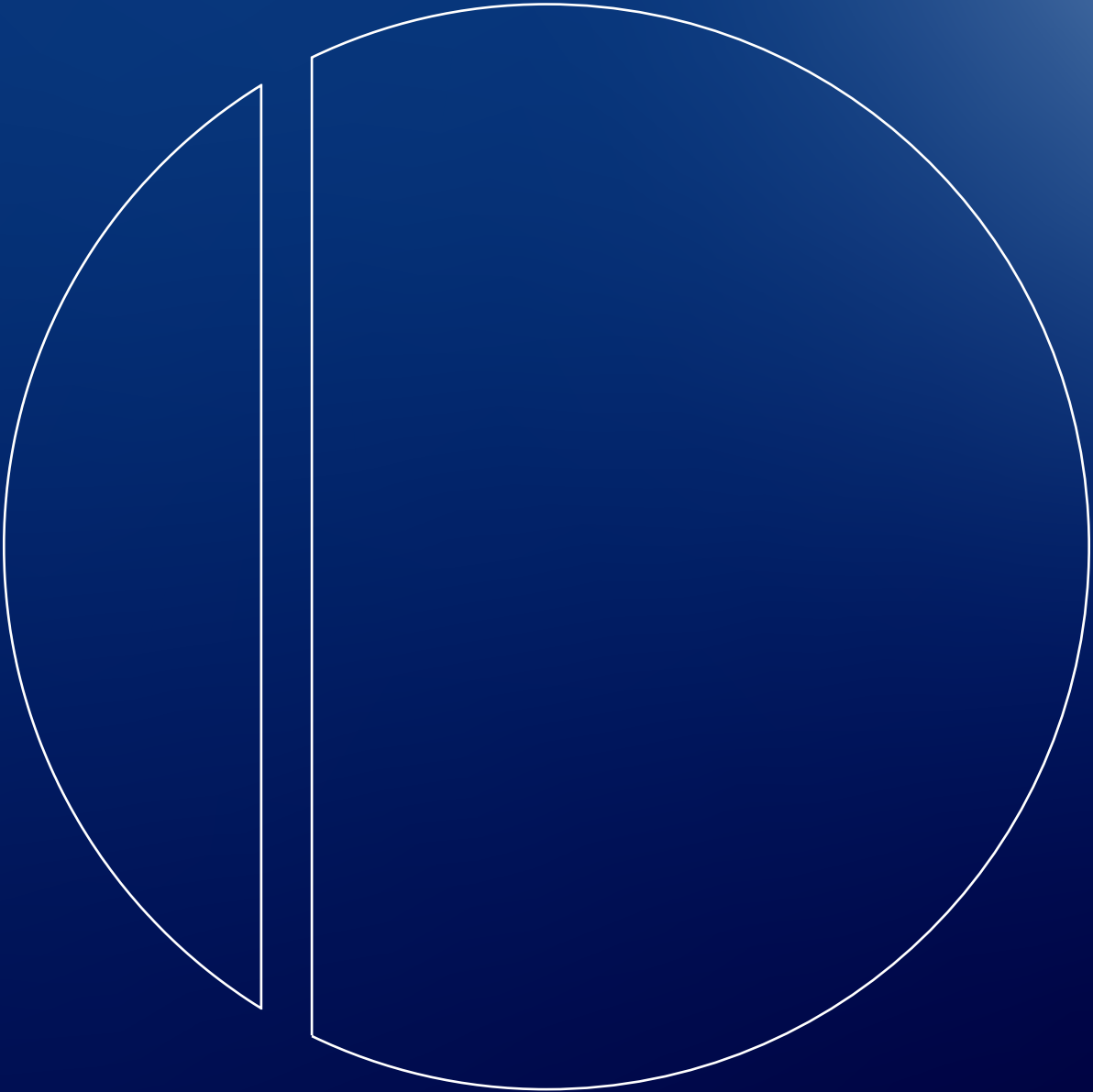
- Access deep insights without relying heavily on data specialists.
- Improve decision-making processes across various business units.
- Enhance productivity, reduce costs, and increase revenue.

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The Fosfor Decision Cloud is a connected fabric that unifies and amplifies the value promised by the modern data ecosystem, which is made up of infrastructure, data, and application clouds. Fosfor enables organizations to effectively curate data, generate impactful insights, and formulate effective decisions to deliver the long-sought promise of data and AI: optimal business outcomes. Fosfor is part of LTIMindtree, a global technology consulting and digital solutions company. For more information, visit www.fosfor.com.