



make retail

Organization: MakeRetail

Customers: Fortune 1000 and Fortune 500 companies

Location: United States

Website: makeretail.com

Industry: retail marketing, strategy, branding, visioning

Notable data sources:



BellaDati deployment:

Cloud

Business Situation

MakeRetail helps clients to advance brands by developing compelling retail environment. Company works with clients to develop strategically creative solution, which helps clearly measure objectives and results quicker. In order to sustain and strengthen position of its clients in the highly competitive and fast changing retail and wholesale market, it is required immediate analysis of sales performance and consumption of goods in particular regions and outlets. They believe that such insight would help to their clients more precisely predict future growth of certain locations and successfully execute marketing strategy.

Technical Support

The most difficult task for MakeRetail was to connect diversity of data sources, which needed to be integrated in order to analyze results and identify trends in channels, stores, suppliers, and customer behavior and also identify the most valuable products in terms of margin, turnover, and revenue.

BellaDati Solution

Thanks to BellaDati's wide range of data connectors. Make Retail successfully consolidated data from various sources and provided personalized dashboard to all level of client employees. This gave clear insight using preconfigured BellaApps retail analytics, allowing company to:

- Monitor sales and margin performance by channel, division, region, store, product line, or vendor
- Measure performance against strategic company initiatives
- Track financial goals in terms of growth, profitability, and controllable expenses
- Measure CRM and campaign effectiveness
- Set alerts and notifications to keep you aware of metric changes.

MakeRetail deployed BellaDati to 130 employees across 5 functional areas, with the first application up and running in a 1st day.