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BI SOFTWARE FOR A LARGE EUROPEAN VENDING MACHINE PROVIDER

How a company increased turnover by 9% with BI and reduced the lost-sales rate.

Industry:
Retail, Manufacturing

2022 ©

Business Challenge

Our client is a famous European retail company providing vending machines under various cooperation models, including selling, leasing, and more. As their business grew, they needed to increase their technological capabilities to make decisions based on qualified data faster and work even more effectively.

Our client's existing solution didn't meet these scalability and business efficiency requirements. With more than 1000 vending machines operating across 50+ cities, they didn't have a single point of truth and qualitative data for analysis, forecasting, and decision-making.

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Business Challenge

They needed their core units to be on the same page and wanted:

01 Decision-makers in Top management and Sales to have all company data at hand anytime with visualized information about vending machines operation, maintenance, and sales by region/country, including margin rates and issues reports.

02 Supply management and Machine Service employees to be aware of and timely respond to any technical issues, see relevant data to replenish stocks, and make purchases in a timely manner.

The current corporate solution needed significant functional improvements and technical gain as the client was committed to growing and scaling to new markets in Europe and the United States. That's why, they addressed *instinctools for augmented technical expertise in business analysis, consulting, and business intelligence software development.

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Solution

Consulting and Discovery phase

No project starts without clearly defined terms of reference. To define them, we began by asking the right questions and answering the client's questions.

After reaching a mutual understanding of the problem definition, current system infrastructure analysis, processes evaluation, and project goals, we started to design and build solution architecture and prepare the necessary documents for successful project implementation within the discussed timeline.

- Define the problem
- Analyze current infrastructure
- Evaluate company processes
- Set project goals

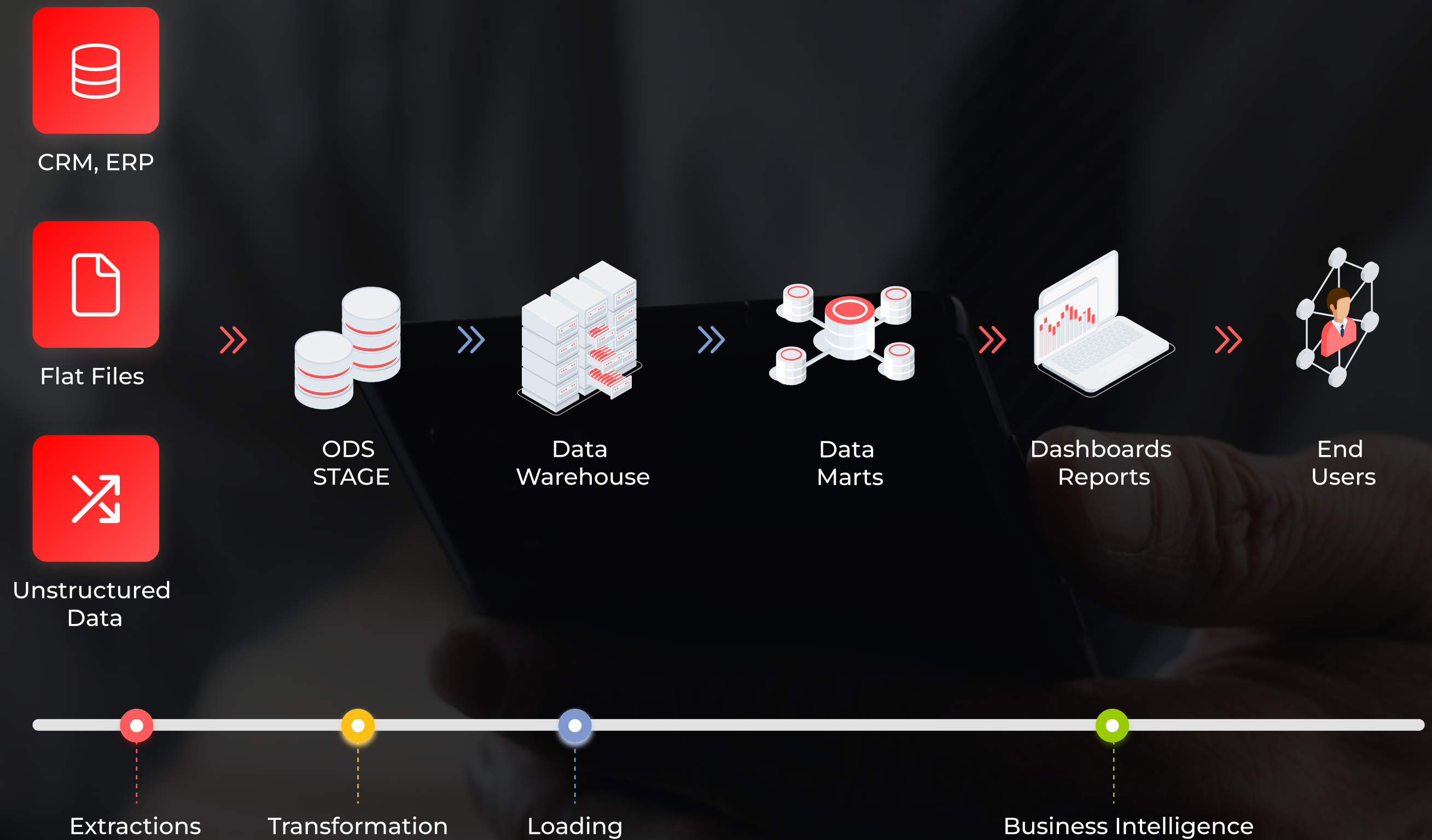**Solution architecture design**

Documentation preparation

Solution

Data warehouse creation and first dashboards release

Our data engineers organized proper ETL processes to connect data from corporate data sources (CRM, ERP, Excel files, and others) to a new-build data warehouse.

CRM, ERP

Flat Files

Unstructured Data

ODS STAGE

Data Warehouse

Data Marts

Dashboards Reports

End Users

Extractions

Transformation

Loading

Business Intelligence

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Solution

Even before the warehouse storage was fully organized with all company data, we crafted the first reports and dashboards based on recently gained data. Our client got the opportunity to evaluate the benefits of data visualization two weeks after the project started.
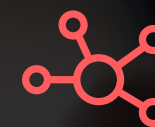
Receiving the feedback from the dashboards' actual users, we made timely and high-quality changes at the development stage.

Faster delivery and better development

High-quality changes based on the usage feedback

Continuous improvement

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Solution

Project release and data analysis

The core of delivering a quality product is understanding its users and their needs. The final step of our project was the review and BI software access distribution across the company according to its designated users.

More importantly, the established relationships between our development team, product stakeholders, and decision-makers allowed us to promptly react to the feedback and upcoming issues, making high-end improvements to the system.

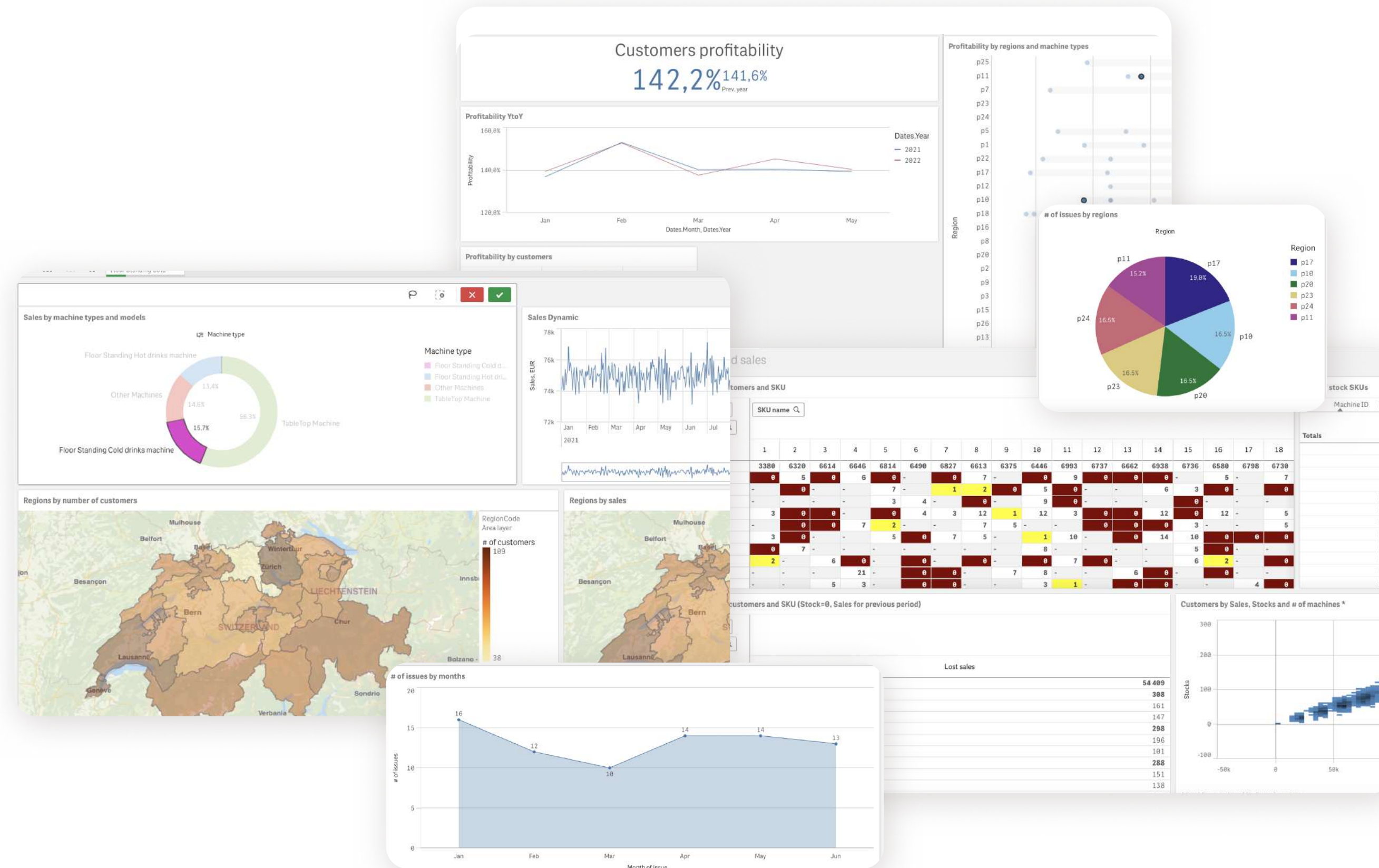*instinctools

What's been improved?

Before

- Disparate analysis and no single data storage solution

- Existing software doesn't allow for tracking sales margin across regions

- Sales reports creation takes up to four working hours

- Hard to estimate data quality

- Stock management needs to be organized to provide more structured data

- Not enough technical capabilities to make forecasts and intelligent data analytics

After

- Data stored in one place opens up opportunities for complex analysis

- Visible sales margin

- Reports are generated automatically or created per request

- High-quality data and transparency in operations

- Stock managers get full control over stock turnover and timely purchases

- Top managers use smart analytics daily to make data-driven decisions and predict sales

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Sales and stock management dashboards

Client's feedback

" *We never completely realized how much data we did not use in our work. 90% of our decisions used to be based on barely half of all the data we had. Thanks to business intelligence capabilities and *instinctools' hands-on approach to delivering the solution, we are now more confident in making data-driven decisions and far more responsive to uprising issues. All we needed and even more was implemented by a very proactive and tech-savvy dedicated team of professionals*

Edward Rimon,
Product and Customer Experience Director

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Key features

Flexibility

A user-friendly BI system allows configuring the necessary filters for data groups, defining data ranges, and displaying them on dashboards.

Scalability

The dashboards and datasets analytics can be scaled to be used in other units, e.g., Marketing, Accounting, Administration, and Operations.

Accessibility

Business intelligence software is accessible via mobile, web, tablet, and desktop devices.

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Business Value

— The client renegotiated **low-margin contracts** with customers.

— The number of lost sales was reduced **by 30%**.

— Total turnover increased **by 9% in 6 months**.

— The downtime of broken vending machines was reduced **to a very minimum**.

Multiplier Effect

The expertise employed in this project can be applied to similar projects in retail, hospitality, sharing economy fields, and others.

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Do you have a similar project idea?

Let's innovate together!

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