



# Oracle BI implementation for Consumer Electronics Company

## Client Background

A leading manufacturer of audio, video, communications, entertainment and information technology products for the consumer and professional markets. The company wish to fill the world with emotion, through the power of creativity and technology.



## Problem

The company had gathered operational data from disparate data sources spanning budgets, campaign management, website, phone switches, service centers, Oracle ERP and retail point-of-sale. And, as a result, there was frequent inaccurate, inconsistent information overflow as different business groups independently aggregated data and generated reports.



## Solution

- Implemented a world-class business intelligence solution with twelve key transactional data sources
- Brought all sources such as demand generation, budgets, order management, web click stream, promotions, phone switches, campaign management, products, discounts/coupons, returns and warranties, point-- of--sale, and service centers at one place
- Initiated management dashboards for executives and business teams with key metrics to monitor daily business performance
- Ensured availability of up-to-date data with cutting edge ETL



## Benefits

- The business team and executives gained greater agility in implementing market strategy with faster access to the latest data and constant KPI visibility
- Availability of clear data enabled better tracking of campaign effectiveness across multiple channels
- Click stream analysis showed visit--to--buy ratio, abandonment, customer segment, among other stats

The period following the implementation, the company saw a 5% increase in overall sales and a 10% decrease in return rate for Inside Sales channel.