Consumer Products Case Study PROJECT OVERVIEW

Improving Point of Sale Transaction Time Using Data Analytics

Clarkston was engaged by one of the world's leading manufacturers and retailers of cosmetics to help them create and use meaningful insights from their point of sale (POS) data. The company owns a diverse portfolio of beauty brands, distributed internationally through retail channels and digital commerce. The company recently began an initiative to modernize and improve retail processes and systems for its 500+ free standing stores. This included sales transactions, store management, merchandising, workforce management, store traffic analytics, and consumer/loyalty management.

As the number of integrated systems grew, so too did the volume and sources of data - specifically machine generated data. Our client wanted to be able to search and monitor their machine generated data to make material improvements in transaction times, store performance, and the overall customer experience.



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COMPANY: Global Beauty Manufacturer and Retailer

INDUSTRY: Consumer Products

PRODUCTS:

Skincare, Cosmetics, Fragrance, and Hair Care Products

EMPLOYEES:

More than 40,000 globally

REVENUE:

More than \$10 billion

SOLUTION:

Clarkston's data + analytics team created a complete data factory solution including the necessary processes, tools, and algorithms to compile, search, and monitor multiple forms of machine generated data in order to drive true business value. This solution included the following components:

- The identification of the most high value use-cases to take best advantage of the new processes, data, and technology.
- The implementation of Splunk to search, monitor, analyze, and visualize machine data.
- The automation of data inputs from event logs, point of sale transaction logs, cross-system data replication, integration zones, server load, mobile device usage, and more.
- The ability to input any kind of source data in its raw format, resulting in less reliance on traditional ETL overhead.
- The iterative development of algorithms, reports, automated alerts, business-facing dashboards, and other data visualizations to simplify issue triage as part of fact-driven decision-making.

RESULT:

As a result of this project, our client achieved the following business benefits:

- Operational visibility across systems and applications spanning over 500 stores and 8 brands in North America.
- Reduced transaction times at POS by 70% by improving visibility to granular transaction events and determining the point in transaction processing that caused latency, ultimately leading to the identification and elimination of unnecessary code.
- Centralized monitoring and analysis of all store upgrade activities to confirm successful deployment at register-level, resulting in being able to identify and remediate in-store issues before start of shift.
- Implemented real-time alerts to allow identification and resolution of store performance issues prior to encountering consumer-facing impacts (e.g., double charges from parallel registers in the case of first register failure).
- Developed end-to-end integration monitoring to enable greater visibility to failures in data exchange among systems.
- Created self-service querying capability that allows end-user to create, automate, and re-use reports with reduced involvement of IT.





Across 500 stores, our client was able to reduce check-out transaction time by 70% thanks to this point of sale analytics project.

