



# A DESIGNER VIEW TO A DESIGNER WEAR DASHBOARD

Customer Experience – Arvind Lifestyle Brands Ltd

*Avishkaar Techno Solutions Pvt. Ltd.*

*Avishkaar*  
... Transforming Inspirations

ARVIND

## **Customer**

**Arvind Life Style Brand Ltd**

*Enriching Lifestyles*

Styles may be short lived, but for well over seven decades Arvind has been defining and shaping many a collection and trendsetting styles across the ramps and retail outlets of the fashion capitals of the world. Arvind is today synonymous with a vast range of lifestyles products - be it fabrics or brands. Time and again we have been called to produce some of the finest fabrics and exacting dresses for some of the world's most quality conscious brands - while evolving our own extensive brand portfolio.

## **Need**

ALBL has different systems in place like SAP for ERP, Voyager for POS and Tally shoppers, Loyalty program by UCP. ALBL has no tool to integrate reports consolidating ERP, POS, and Loyalty Program data. The need was also to make reports accessible for all vendors (access based) and the management for business analysis.

## **Challenges**

- ✚ Finalizing the reports format that each store manager till Chairman of the company what they want to see on which frequency.
- ✚ Identifying the data for the reports in different sources and taking them to a location and periodically update the same and through the exceptions if there is any problem with the data and mail it to the concern and follow up to have confidence of our application to the end user.
- ✚ An attractive dynamic dashboard for high priority key performance indices, constantly displayed on the tool.

## **OUR Solution**

A web application with asp.net with frame work 3.5 using third party GUI called component art hosting on win 2008 R2 server with MSSQL2008 as Database and giving both the advantages of SQL Server Reporting Services and Crystal report in different scenario.

A Silverlight dashboard for the attractive dynamic dashboard to display KPIs in the most user friendly way.

Below are the reports generated and used by different category of users:-

1	BillvalueRangeKVD	19	Sales/Retail - Store Bible - Store Bible	38	Sales/Retail - Weekly Report - Weekly KVD Bills Report
2	Sales/Retail - Yearly Report - Yearly Sales	20	Consumer/Aristocracy - Aristocracy - Loyalty Contribution - Loyalty Contribution	39	Sales/Retail - Daily Report - Daily Sales Graphs
3	Consumer/Aristocracy - Aristocracy - Value Recency	21	Sales/Retail - Monthly Report - Monthly KVD	40	Sales/Retail - Monthly Report - Monthly SubBrand
4	Sales/Retail - Monthly Report - Monthly Sales	22	Sales/Retail - Monthly Report - Category and Performance	41	Sales/Retail - Trend - Retail Sales Trend
5	Sales/Retail - Monthly Report - Monthly MOS	23	Sales/Retail - Monthly Report - Size Performance	42	Sales/Retail - Yearly Report - Yearly MOS
6	Sales/Retail - Weekly Report - Subbrandwise	24	Sales/Retail - Weekly Report - Weekly Sales	43	Sales/Retail - Yearly Report - Yearly Product Sales
7	CXO-Cockpit - Store Sales & Profitability	25	Sales/Retail - Daily Report - KVD Tracker	44	CXO cockpit - Retail Trends - Sales YTD
8	YearlyKVD Report	26	Sales/Retail - Weekly Report - Sales Trend Weekly	45	Sales/Retail - Daily Report - All Stores
9	Consumer/Aristocracy - Aristocracy - Loyalty Contribution - YOY Layalty Contribution	27	Sales/Retail - Daily Report - Stock Efficiency	46	Sales/Retail - Weekly Report - Weekly KVD NSV Report
10	CXO-Cockpit - Daily Sales Graphs	28	Sales/Retail - Weekly Report - Weekly KVD QTY Report	47	Aristocracy - Buying Index
11	Consumer/Aristocracy - Aristocracy - Loyalty Contribution - MOM Layalty Contribution	29	Sales/Retail - Weekly Report - LTL Sales Trend Weekly	48	Sales/Retail - Trend - Sales YTD
12	CXO-Cockpit - KPIRetail Sales	30	CXO Cockpit - Retail Trends - Retail Costs	49	Sales/Retail - Monthly Report - Monthly Storewise
13	CXO-Cockpit - Retail SnapShot	31	Sales/Retail - Weekly Report - Category and Product Performance	50	Sales/Retail - Trend - Retail Trend(6 Months)
14	Sales/Retail - Yearly Report - Yearly Storewise	32	Consumer/Aristocracy - Aristocracy - Frequency Analysis	51	Aristocracy - Aristocracy - Customer Report
15	Sales/Retail - Weekly Report - Weekly KVD Conversion Report	33	CXO cockpit - Retail Trends - Retail Sales Trend	52	Sales/Retail - Weekly Report - Weekly KVD ABS Report
16	Sales/Retail - Weekly Report - Weekly KVD ABV Report	34	CXO cockpit - Retail Trends - Retail Trend(6 Months)	53	Aristocracy - RelationShip Analysis
17	Sales/Retail - Yearly Report - Yearly SubBrand	35	Sales/Retail - Daily Report - Daily Sales	54	Sales/Retail - Daily Report - Daily Sales Storewise
18	Consumer/Aristocracy - Aristocracy - Overall Index	36	CXO-Cockpit - Retail Store Profitability	55	Sales/Retail - Weekly Report - Storewise
		37	Sales/Retail - Monthly Report - Product Sales	56	Sales/Retail - Weekly Report - Weekly KVD ARP Report

**\*\* NOTE: The numerical figures in the below screenshots is not real data.**



Sales/Retail Consumer/Aristocracy Inventory Merchandise CXO-CockPit User Dealer Admin Favorites Vendor Dealer Dashboard Testing

Daily Report Weekly Report Monthly Report Yearly Report Trend Store Bible Analysis

Approx Report Time: Monthly Sales - 141s | Product Sales - 11s | Monthly MOS - 140s | Monthly Subbrand - 10s | Monthly Storewise - 6s

Opening stock of a month is uploaded by 7th of every month only. Please choose the previous month

Privileges

Select All BrandName: AR, EN, FM, GA, IZ, US, Deselect All BrandName

Select All Channel: CA, DB1, DB1 - EXPORT, EBO-Franchise, EBO-Own, EOD, EOP, KO-LifeStyle

Select All Category: A, A + B, A+, B, C, EOP DIJST, F P S, Flagship

Select All Region: Dubai East, Dubai South, INDIA EAST, INDIA NORTH, INDIA SOUTH, INDIA WEST, Deselect All Region

Select All State: ANDHRA PRADESH, BHLWARA, BIHAR, CHANDIGARH, CHATTISGARH, DELHI, DUBAI, GOA

Select All City: AHMADABAD, ALIGARH, ALLAHABAD, AMBALA CITY, AMRITSAR, AURANGABAD, BANDRA, BANGALORE

---Select Existing StoreName---: A V ENTERPRISES, A V ENTERPRISESU, AGA KHAN HALL SALE, Ahmedabad S/R, AR - AMBIENCE MALL GURGAO, AR - AMBIENCE MALL GURGAO, AR - A S ABDUL KHADER SOMA, AR - ABC ENTERPRISES JUNE R

Month/Year: May 2011 | Monthly Report | Product Sales | Monthly MOS | Monthly SubBrand | Monthly Storewise

Sales Retail - Daily Report - Daily Sales

Privileges

Date: 21-07-2010 | Daily Sales | Graphs | Storewise

Brand Name: Arrow

Date: Wednesday, July 21, 2010

Report Name: Sales Retail - Daily Report - Daily Sales

	RETAIL			LWSD		WTD			Brand	
	Target	Actual	Achvt%	Actual	Var %	Target	Actual	Achvt%	Brand	HSV
HSV(Lakhs)	1.86	1.82	97.75 %	0.79	136.66 %	5.36	3.51	65.42 %	AR	1.34
Oty	168	180	107.14 %	98	83.67 %	487	362	74.33 %	AS	0.45
Store Count	4	4		4		4	4		AW	0.03
Foot Falls	80	91	113.75 %	137	-33.58 %	237	273	115.19 %		
BBIs	60	83	138.33 %	36	136.56 %	177	176	99.44 %		
Conversion %	75%	91 %		26 %		75%	64 %			
ABV	3094.51	2190.56	70.79 %	2190.12	0.02 %	3031.06	1992.40	65.73 %		
ABS	2.80	2.17	77.45 %	2.72	-26.33 %	2.75	2.06	74.75 %		
ARP	1105.18	1010.09	91.40 %	804.53	25.55 %	1101.64	968.68	87.93 %		

Region Wise Sales

Type	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Target	1.86	1.84	1.86				
Act	0.96	0.83	1.82				
LW	1.48	0.99	0.79	1.3	1.02	1.86	2.02

Region: INDIA NORTH, INDIA EAST, INDIA WEST, INDIA SOUTH

Type	INDIA NORTH	INDIA EAST	INDIA WEST	INDIA SOUTH
Target	1			0.85
Actual	0.95			0.85
LWSD	0.67			0.12

For more information contact us @ [sales@avishkaar.co.in](mailto:sales@avishkaar.co.in), [avi@avishkaar.co.in](mailto:avi@avishkaar.co.in) .

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