Perfect Store Execution - Store KPI Prioritization on AWS

SIGMOID

About Sigmoid

Sigmoid is an emerging leader in data engineering and AI solutions.

750+
Employees

Work with **30+**
Fortune 500 firms

>97%
CSAT score

200+
ML models operationalized

5000+
Data pipelines built

Backed by
SEQUOIA

Awards and Recognition

500™ Technology **Fast 500**
2023 NORTH AMERICA
Deloitte.

Provider Lens | 2023 Quadrant
iSG
Analytics Services
Rising Star, U.S.
Report releasing Jan 2024

Inc. **5000** AMERICA'S FASTEST-GROWING PRIVATE COMPANIES
America's Fastest-Growing Private Companies

DATA BREAKTHROUGH AWARD 2021
Open Source data solution provider of the year

FORRESTER
Now Tech: AI Consultancies,
Q1, 2021 Report

Major Contender in
EVEREST GROUP
Analytics and AI Services Specialists
PEAK Matrix (2022)

Offices

New York

San Francisco
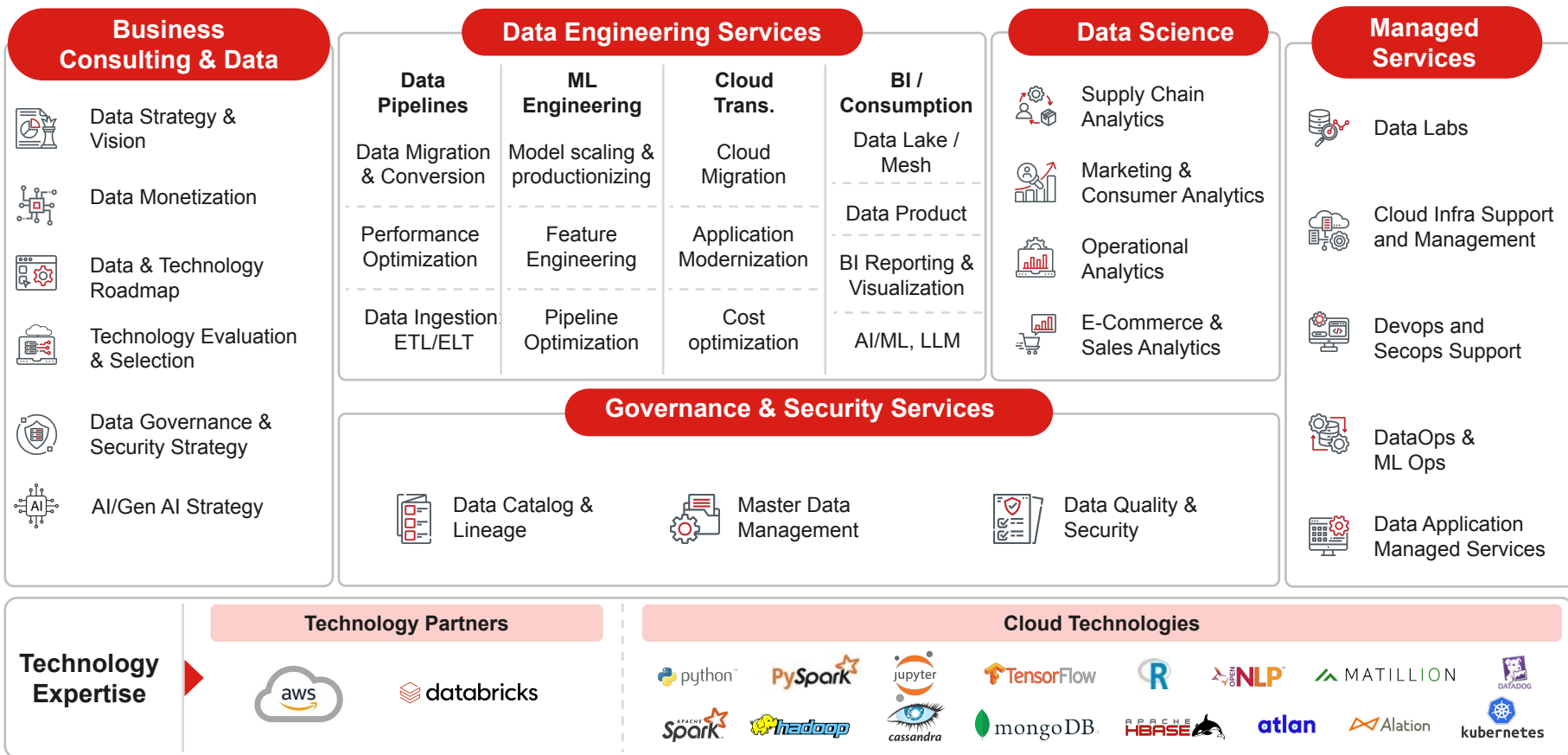
Dallas

Lima

Bangalore

Amsterdam

London

Sao Paulo

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Enabling Business Transformation with Full-Service Capability Suite

Business Consulting & Data

- Data Strategy & Vision
- Data Monetization
- Data & Technology Roadmap
- Technology Evaluation & Selection
- Data Governance & Security Strategy
- AI/Gen AI Strategy

Data Engineering Services

Data Pipelines	ML Engineering	Cloud Trans.	BI / Consumption
Data Migration & Conversion	Model scaling & productionizing	Cloud Migration	Data Lake / Mesh
Performance Optimization	Feature Engineering	Application Modernization	Data Product
Data Ingestion ETL/ELT	Pipeline Optimization	Cost optimization	BI Reporting & Visualization
			AI/ML, LLM

Data Science

- Supply Chain Analytics
- Marketing & Consumer Analytics
- Operational Analytics
- E-Commerce & Sales Analytics

Managed Services

- Data Labs
- Cloud Infra Support and Management
- Devops and Secops Support
- DataOps & ML Ops
- Data Application Managed Services

Governance & Security Services

- Data Catalog & Lineage
- Master Data Management
- Data Quality & Security

Technology Expertise

Technology Partners

aws · databricks

Cloud Technologies

python · PySpark · Jupyter · TensorFlow · R · OpenNLP · MATILLION · DATADOG · Apache Spark · hadoop · cassandra · mongoDB · Apache HBASE · atlan · Alation · kubernetes

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Sigmoid Capabilities - Experience in implementing data solutions in AWS

Sigmoid has worked with more than Five large customers to design, build and deploy solutions in AWS

Data Processing & Transformation:

- **Amazon EMR:** Collaborative Apache Spark-based analytics platform used for big data processing and machine learning.
- **AWS Glue:** Fully managed ETL (Extract, Transform, Load) service for preparing and transforming data.

Data Storage & Management:

- **Amazon S3:** Scalable and secure data lake for storing large amounts of structured and unstructured data.
- **Amazon RDS:** Managed relational database service for structured data storage.

Data Ingestion & Integration:

- **AWS Data Pipeline:** Creating data workflows that move and process data across AWS services.
- **Amazon Kinesis:** Real-time data ingestion from applications, devices, or any streaming data sources.

Data Analytics & Visualization:

- **Amazon Redshift:** Data warehouse service used for analyzing large datasets with either serverless or provisioned resources.
- **Amazon QuickSight:** Business intelligence tool for creating interactive visualizations and reports.

Machine Learning & AI:

- **Amazon SageMaker:** End-to-end platform for building, training, and deploying machine learning models.
- **AWS AI Services:** Pre-built AI services for vision, speech, language, and decision-making (e.g., Amazon Rekognition, Polly, Comprehend, Textract**).**

Security & Compliance:

- **AWS IAM (Identity & Access Management):** Identity and access management service.
- **AWS Organizations & AWS Config:** Governance and compliance tools for managing AWS environments at scale.

Data Products

Sigmoid's implementation of solutions in AWS involves leveraging a combination of services and tools tailored to specific business needs. Sigmoid would facilitate collaboration between data engineers, data scientists, business analysts, and other stakeholders to align the implementation with business goals and ensure success.

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Perfect Store Execution - Store KPI Prioritization

Intelligently choose and prioritise the right store KPIs essential for Perfect Store Execution

Headwinds in Retail Execution

Complexities in the retail environment

Brands struggle to execute at retail and as a result experience **lost opportunities and less sales**

Lack of real time insights on sales, customer satisfaction and promotion performance does not allow sales team to delivered tailored recommendation to retailers

Important to prioritize Perfect Store KPIs for **efficient resource use, strategic alignment, continuous improvement and maintain continuous improvement**.

Customer do not have an understanding of which stores respond in common behavior, to Perfect Store KPIs and can be clustered together for **KPI strategy development**

Eased by our Solution on Retail KPI Prioritization

Prioritization of in-store KPIs for boosting Retail Revenue

Enabling customers to **sort & rank store KPIs** within a store-cluster for Sales team to execute as a **"next best action"**

Following a consultative approach, interviews are consulted with the business team to understand **Perfect Store Execution process and priorities**.

Clustering variables are identified using data driven sensitivity techniques to **group stores together and then fixate on the KPIs to optimize sell-in and sell-out**.

A consumption layer is created atop to ensure insights are available in ready shape to be disbursed to required end users.

Examples of Perfect Store KPIs:

- ➤ **Share of Shelf (SOS)**
- ➤ **Promotional Compliance**
- ➤ **Priority Portfolio**
- ➤ **Secondary Display**

Benefits realized by an F500 major in Food and Beverage category
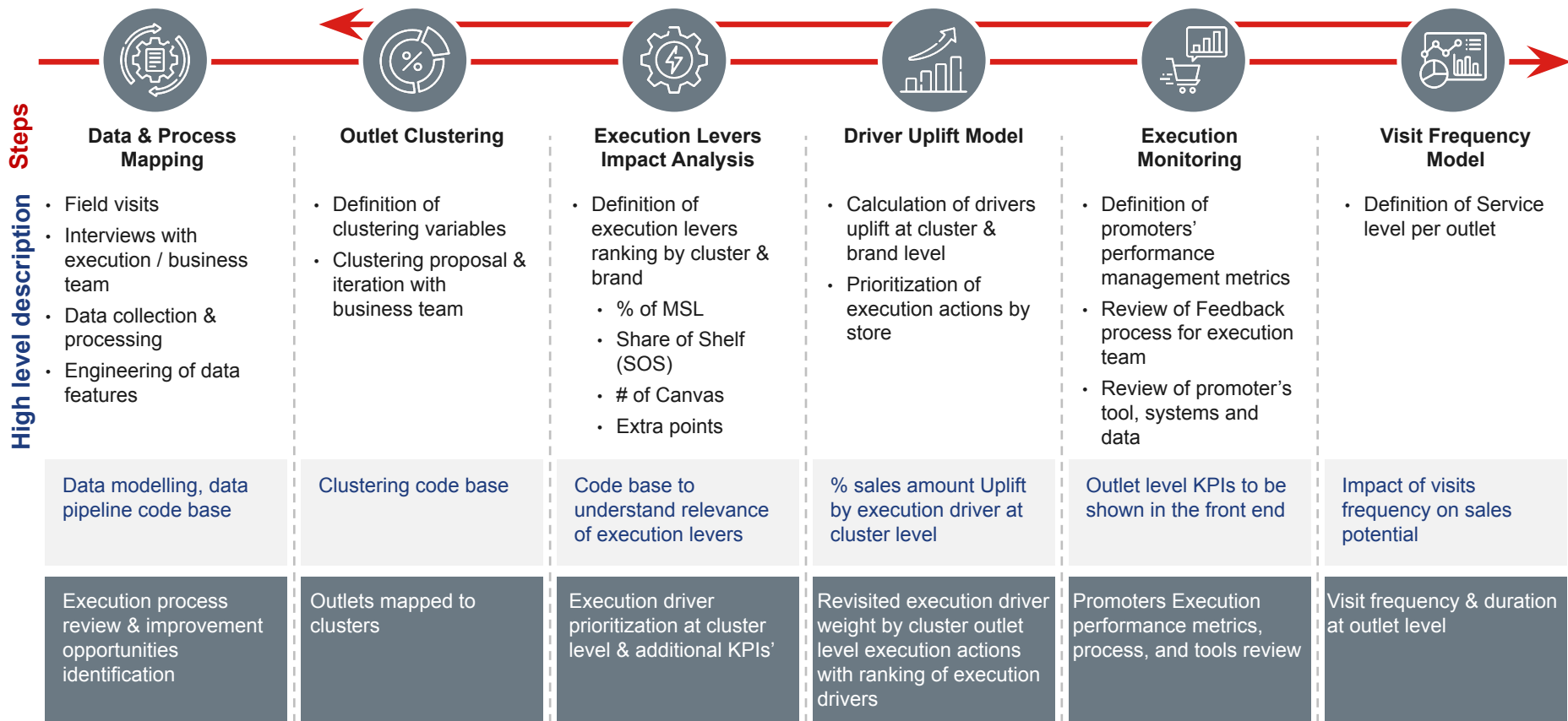
4% Incremental Sell-out estimation

Recommendations for actions and strategies to **optimize store layout, product placement, etc.**

User friendly **interactive visualizations**

Actionable insights leading to **effective business decisions**

Engagement Methodology

Steps	Data & Process Mapping	Outlet Clustering	Execution Levers Impact Analysis	Driver Uplift Model	Execution Monitoring	Visit Frequency Model

High level description	• Field visits
	• Interviews with execution / business team
	• Data collection & processing
	• Engineering of data features
		• Definition of clustering variables
		• Clustering proposal & iteration with business team
			• Definition of execution levers ranking by cluster & brand
			  • % of MSL
			  • Share of Shelf (SOS)
			  • # of Canvas
			  • Extra points
				• Calculation of drivers uplift at cluster & brand level
				• Prioritization of execution actions by store
					• Definition of promoters' performance management metrics
					• Review of Feedback process for execution team
					• Review of promoter's tool, systems and data
						• Definition of Service level per outlet

	Data modelling, data pipeline code base	Clustering code base	Code base to understand relevance of execution levers	% sales amount Uplift by execution driver at cluster level	Outlet level KPIs to be shown in the front end	Impact of visits frequency on sales potential
	Execution process review & improvement opportunities identification	Outlets mapped to clusters	Execution driver prioritization at cluster level & additional KPIs'	Revisited execution driver weight by cluster outlet level execution actions with ranking of execution drivers	Promoters Execution performance metrics, process, and tools review	Visit frequency & duration at outlet level

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Engagement Models

Sigmoid's Engagement Models

Project Based	Staff Augmentation	Hybrid-Flexi Model/Data Labs/CoE

Project Based

- Starts with consulting/scoping (2-3 weeks)
- Delivery Program Management
- Interim review
- Success criteria met and IP handover
- Option to continue with product support
- Fixed bid contract
- 3-5 months duration given complexity of problem

Benefits

- Cost effective
- KPI/SLA/Outcome driven
- Suitable for Fixed scope of work
- Less overheads

Staff Augmentation

- Understanding of skill requirements
- Profile match and rate card
- Onboarding and monthly billing
- Focused training based on client tech stack
- Project Management support
- 10% backup resources unbilled and trained

Benefits

- Scalability
- Flexibility in resourcing
- Ability to change/redefine scope

Hybrid-Flexi Model/Data Labs/CoE

- Mix of project and staff augmentation engagements
- Requirement gathering
- Requirement classification - as project or staff augmentation
- Joint delivery plan
- Secure resources internally from Sigmoid and bill monthly
- Dedicated PM, Engineering Managers
- Dedicated Management Consultant(s)
- Dedicated Team Leads and Product Owners

Benefits

- Cost effectiveness by focus on output
- Ability to change/redefine scope/Change requests
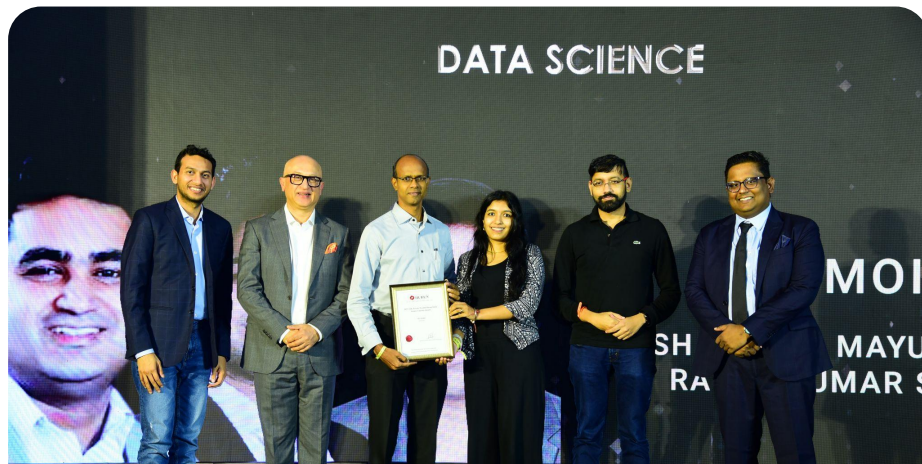- Risk/Reward linked to KPI/SLA

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Thank you

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'India Future Unicorn Award'
in Data Science category by Hurun India
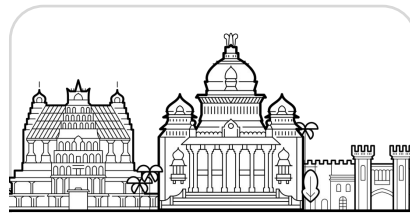
Global presence:

USA (NY, SF, Dallas, Chicago)

EU (Amsterdam, London)

India (Bengaluru)

LATAM (Lima)