![KCS - Krish Compusoft Services logo]

How KCS Leveraged Big Query to Develop Customer 360° View for a US Based Retail Furniture Giant

Industry: Retail & Wholesale Primary project

Key Results: Frontend Web Portal for technical and business users using Big Query for the seamless pipelining and access of data for sales & marketing endeavors.

Country: USA

About the Company:

Krish Compusoft Services Inc. (KCS), a Google Cloud Premium partner located in the Bay Area has collaborated with a leading enterprise retail client to provide end-to-end tech solutions and services. The company deployed Google Cloud Platform and its major components like Big Query, Data Studio, Google Data Flow, Cloud Functions, etc. in three stages of solution viz. Data Analytics consulting, development and managed services to help the patron in business development.

Challenges:

With 1000 retail stores comprising of 600 enterprise managed and 400 licensee managed stores alone in the US, Ashley Furniture Inc. is one of the largest furniture manufacturers in the world.

▌ Difficulty in identifying name-based customer data and its demo graphic view from two data sources viz. enterprise and licensee stores.

▌ Collating asymmetric & unlinked data with diverse patterns into a common data set was a challenging task.

▌ Errors in synchronizing customer data at Google cloud storage due to the lack of a centralized system in all the stores.

▌ Absence of an accurate system to identify the customer buying pattern, spending capacity, product liking, and preferred stores, etc.

▌ Manual data ingestion resulted in typo errors and spelling mistakes.

> " As huge data was collected at regular intervals, there was a need to make it quickly accessible through APIs and to the other 3rd party systems as well. We used Big Query to store entire processed data which could be accessed via APIs in the frontend systems. "

Solution:

Created a Web Platform Using Big Query & Data Studio

The current phase is the second one in which the individual components of the GCP platform and web frontend were developed as per the scope of the defined system. This solution phase is further classified into five parts which are mentioned below.

Data Ingestion: We used dataflow for ingesting data from various data sources. With this, we created a master list of customers, products, and parts and used it during the data ingestion phase.

Data Storage: As huge data was collected at regular intervals, there was a need to make it quickly accessible through APIs and to the other 3rd party systems as well. We used Big Query to store entire processed data which could be accessed via APIs in the frontend systems.

Data Cleansing & Processing: The next step was data cleansing and processing which was necessary to dedupe large duplicate and unprocessed data that lacked proper information.

Data Analytics: This was the most important phase of the solution. Using Google's Data Studio platform, our team analyzed the key KPIs like single view customer, spend analysis, customer crossover and lifetime value, etc. Post analysis, we had a filtered database of the customer along with their purchasing behavior roadmap.

Web Frontend: We developed and deployed a frontend using node.js and react.js tools in which the authorized persons from marketing and sales could log in and access the customer single view and other important business-centric KPIs.

About the customer:

Ashley Furniture Industries, Inc.

Ashley Furniture Industries, Inc. is an American home furnishings manufacturer and retailer, headquartered in Arcadia, Wisconsin. It manufactures and distributes home furniture products all across the world through its different stores, independently owned and located in US, Canada, Mexico, Japan, etc. Connect at: **www.ashleyfurniture.com**

About the partner:

Krish Compusoft Services Inc.

KCS is an august tech consulting and services based company with experience of almost two decades in the industry. The company is renowned for its digital transformation solutions across various industry niches. Being a Google cloud premium partner it enables the clients with various data analytics tools which ultimately helps in their enterprise endeavors. Reach at: **www.kcsitglobal.com**

In many cases, we also cross-referred to the government records as well to ensure that there was no data duplicity and only the accurate data was recorded in the system. We centralized and combined the BI reports which were further used by the client for the business endeavors.

Result:

| We created a web platform with authorized access to the users.
| Rendered key deliverables through the outcomes of Google Data Analytics abetted the client in taking the right marketing/sales pitches & decisions.
| Higher platform performance and sizing resulted in greater adoption & success rate.
| Boundless record processing using the architecture on GCP, especially Big Query.
| Quicker and reliable outcomes using Big Query for data storage and analytics.

Krish Compusoft Services

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