DWH/PBI Fashion Proxima Solution

The solution allows you to implement a single integrated data collection environment from all available sources, and in any format, in order to feed a centralized, coherent and certified Data Warehouse to support analysis and reporting processes in the main areas **Wholesale** and **Retail.**

The PowerBI semantic models are mapped onto the Data Warehouse system, used by users to build, analyze, and report in a simple and immediate manner, making use of the metrics and dimensions in which the individual Data Mart is organized.
In particular:

- **SKU** (down to the size and color level), aggregate by Brand/Product Line
- **Store**
- **Canale** (Online, Brick and mortar, Marketplace, etc.)
- **Customer**
- **Supplier**
- **Season**

The main KPIs are pre-calculated, thus making operations within the Business Intelligence system extremely easy. In the context of the **Retail** Data Mart in particular they include:

- **Sell Out** (Marginality on PMP and/or Wholesale price, Mark Down/Full Price, People Count, Incidence Revenue/Square Meter,Average purchase)
- **Sell In** (Ordered, Delivered, End of Season Surplus)
- **Sell Through Calculation**
- **L4L Analysis**
- **On-Hand Inventory**
- **Impact of Exchange Rate (Analysis and Delta based on Budget Rate)**
- **Customer Analysis** (Loyalty,Class Spending,Class Frequency,Customer Age)
- **Budget vs Actual and Variance Analysis**

In the context of analysis in the **Wholesale** sector, aimed at monitoring the sales campaign for the single season in particular, the following are highlighted:

- **Sales Campaign Calendar**
- **Budget by Sales Campaign for Season/Agent/Product Line/Customer**
- **Analysis of Campaign Progress** (Pre-Orders, Orders,Shipments,Invoicing)
- **Comparisons with previous and corrisponding** (SS25 vs SS24 or FW24, etc)

Contact Us

info@prxcompany.com | www.prxcompany.com

How we do it: Data Warehouse

One of the main advantages of a centralized Data Warehouse is its ability to collect **large amounts of data from heterogeneous sources.** This allows for a comprehensive and integrated view of the available data. Additionally, it plays a crucial role in data **transformation, consolidation, and certification,** ensuring that all decisions are based on accurate and reliable data.
The collection and organization of data is divided into the following phases:

Data extraction from any source system

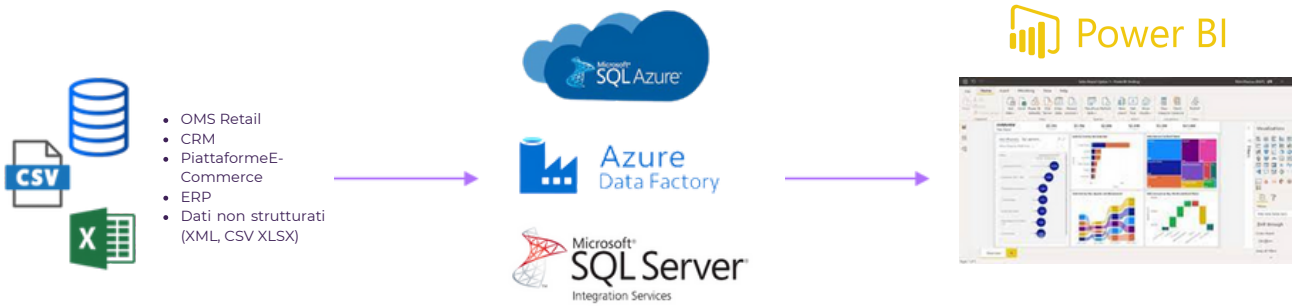
- OMS Retail
- CRM
- E-Commerce Platforms
- ERP
- Non Structured Data (XML, CSV XLSX)

Data Transformation

- Application of business logic
- Data integrity check
- Validation
- Union and homogenization in data structures and dimensions

Final Load of Data Warehouse

- Population of a single coherent database, certified and available for multiple objectives
- Segmentation in Data Mart for final analysis and by scope and area of competence



Contact Us

info@prxcompany.com | www.prxcompany.com