Woolworths Improves Inventory Processes With Data

Data activation helps retailer transform its business

Challenge

Australia's largest supermarket chain, Woolworths, faced challenges including scattered databases and complex integration. The resulting poor quality of information made it difficult for Woolworths to address issues such as its price markdown process. Woolworths' previously generic policy was causing challenges in terms of productivity and lost revenue.

Solution

Using Qlik, Woolworths are able to analyze key areas such as customer segmentation, trading hours, expiry dates and sales patterns, and unite all these factors into a single place. Woolworths use these insights to develop store and product specific markdown policies, manage stock rotation for perishable goods, and identify fraud using an exception-based model.

Results

Using Qlik's Active Intelligence, Woolworths can now precisely time price markdowns for individual stores. This has led to a reduction in the number of markdown tickets issued of around 800 per store each week. The process has also improved sales of perishable goods, and generated annual savings of around AU$55 million, and helped to reduce fraudulent transactions.

Solution Overview

Customer Name
Woolworths Group

Industry
Retail

Geography
Australia

Function
Operations

Business Value Driver
Reimagined Processes

"Insights gained through Qlik have given us the ability to view unique customer trends within each store and react effectively to them."

Damanjit Singh, Process information Insights Manager, Woolworths

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