Strategy₿

Retail Solutions Guide

Transforming Retail with Data
and AI-Powered Analytics

Start ▶

1. Introduction

64% of organizations collect data from between 100 and 499 sources daily.

"Data Readiness for Impactful Generative AI."

What are the biggest data and analytics challenges that retailers face?
From siloed information to the sheer volume of data, the pace at which retail operates is making real-time data accessibility a priority, from the boardroom to the shop floor.

To drive strategic growth and operational efficiency, retailers need to:
- Free their data from silos and unify it into a single source of truth
- Provide easy access to real-time actionable data where it is needed most
- Enable employees to make informed decisions based on trusted data
- Ensure seamless scalability and self-service reporting across workforce.

This Retail Solutions Guide showcases how prominent retail organizations, including **GUESS**, **Sainsbury's**, **Victoria's Secret**, **Vuori**, **The Warehouse Group**, **Crate&Barrel**, **Zebra** and **Federated Cooperatives Limited**, are transforming their operations with Strategy's analytics platform.

By integrating disparate data sources and enabling real-time, actionable insights, these retailers have enhanced decision-making, improved efficiency, and empowered stakeholders at all levels. Drawing from their examples and case studies, this guide illustrates the transformative impact of combining trusted data, AI capabilities, and an open architecture, providing a roadmap for success in the retail industry.

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2. Freeing Trapped Data

Lack of clear data ownership poses challenges for 46% of organizations.

"Data Readiness for Impactful Generative AI."

Though operating in diverse industries, enterprises like GUESS and The Warehouse Group (TWG) confronted similar challenges of their data being "trapped" in silos or disparate systems. To remain competitive and drive strategic decisions, both organizations required modern solutions to make their data more accessible, actionable, and democratized.

GUESS aimed to transition from static and fragmented reporting mechanisms to dynamic and real-time insights. The goal was to empower their employees—whether they were in-store, on the go, or at corporate offices—with **seamless access to crucial data, enabling better decision-making** across various functions such as merchandising and operations.

Similarly, The Warehouse Group struggled with data silos and limited data accessibility, making it difficult to **respond swiftly to market changes, optimize pricing, manage logistics, and execute strategic planning**.

By leveraging Strategy's innovative solutions, both GUESS and TWG successfully "freed" their data. This transformation allowed them to enhance operational efficiency, empower employees with real-time insights, and drive significant innovation across their businesses.

GUESS: Leveraging Data for Cutting-Edge Innovation

About GUESS

Guess is a premium global brand with a lifestyle collection of clothing and accessories, operating in over 90 countries through wholesale, retail, and online channels.

The Challenge

GUESS faced the need to continuously innovate and leverage data to stay competitive in the fast-paced fashion industry. They aimed to:

- Improve the accessibility and usability of data for business decisions.
- Transition from static, printed reports to dynamic, real-time insights.
- Empower employees with easy access to critical data, regardless of their technical expertise.

The Solution

GUESS partnered with Strategy to deploy a comprehensive data analytics and business intelligence platform, including:

- **Dashboards & Mobile Apps**: Real-time and historical sales data, store performance insights, and best-selling product trends accessible via mobile solutions.
- **AI Chatbots**: Making supply chain and customer loyalty insights accessible through natural language queries, providing real-time, meaningful insights without the need for technical skills.

Impact
Efficiency: Reduced two-week reporting timelines to mere seconds by replacing printed reports with dynamic mobile solutions.
Accessibility: Empowered thousands of employees with real-time insights through user-friendly dashboards and AI chatbots.
Innovation: Continually pushing the boundaries with early adoption of Strategy's AI, transforming data access and usability.

1,500+
stores worldwide

Operating in over 90 countries

" *Strategy AI frees trapped data—data that we've worked hard to build, data that lives in assets across the company, but has been hard for people to access.*"

Bruce Yen,
Vice President of Retail Applications,
GUESS

Find out more ▶

The Warehouse Group: Transforming Retail with Data & AI

About The Warehouse Group

The Warehouse Group (TWG) is New Zealand's largest non-food retailer, known for its innovative approach to data democratization and AI. With over 20 years of partnership with Strategy, TWG leverages advanced analytics to drive operational excellence.

The Challenge

Facing a recession and reduced consumer spending, The Warehouse Group needed to:

- Break down data silos and improve data accessibility.
- Enable self-service data insights to empower employees across the organization.
- Optimize operations in areas such as pricing, logistics, and strategic planning through enhanced data use.

The Solution

TWG harnessed the power of Strategy One to:

- Create bespoke analytics solutions and self-service reporting tools.
- Implement AI chatbots to provide real-time, actionable insights.
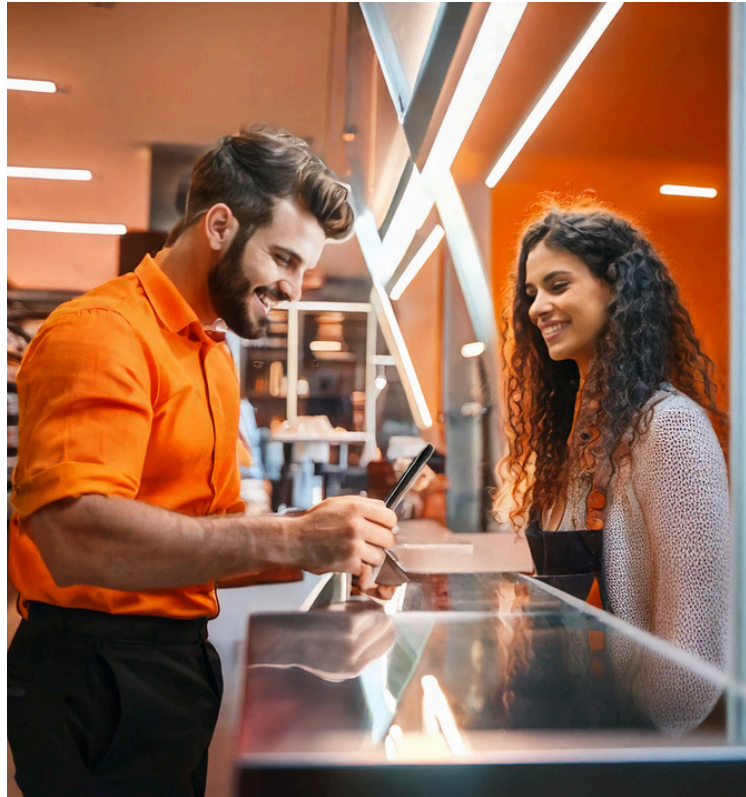- Establish a governed data fabric to ensure data consistency and security.

Impact

Democratized Data: Enabled data access across all levels of the organization, turning data into an "oxygen" that fuels daily operations.

Operational Efficiency: Improved decision-making in frontline customer interactions, product merchandising, logistics, and strategic planning.

AI Integration: Developed AI-chatbots that enable employees to ask questions of the data in natural language, accelerating decision-making and enhancing data insights quickly.

Largest non-food retailer in New Zealand.

20+
years of partnership with Strategy

" *Data is the lifeblood of our business—it's the oxygen fueling everything we do. Strategy democratizes our data in a safe, governed, consistent, and well-managed way.*"

Keryn McKenzie,
Chapter Area Lead, Data, Insights & Services

Find out more ▶

3. Getting Real-Time Data to the People

Scaling data architecture to handle an increasing volume of data for AI application is a major challenge identified by 43% of organizations.

"Data Readiness for Impactful Generative AI."

For Sainsbury's and Victoria's Secret, **empowering employees with real-time insights** was essential in transforming operations and enhancing customer experiences.

Sainsbury's consolidated data from numerous systems into a unified platform, deploying over 30 custom analytics applications to 12,000+ colleagues. This approach streamlined data access, saved significant man-hours, and improved real-time decision-making.

Victoria's Secret transitioned from a text-based product identification system to an image-based system on iPads using Strategy's platform. This empowered store associates with real-time data, enabling **efficient task execution and improved customer service**.

Sainsbury's: Seamless Mobile Experiences for Edge Employees

About Sainsbury's

Sainsbury's is a leading UK retailer with over 1,400 supermarkets and convenience stores. It offers groceries, clothing, and general merchandise through in-person and online channels, boasting a 15% share of the UK grocery market and over 1 billion online visits annually.

The Challenge

To maintain its market leadership and adapt to evolving customer expectations, Sainsbury's faced the challenge of:

- Consolidating data from dozens of disparate systems and hundreds of siloed analytics solutions.
- Ensuring consistent and accurate data across the organization.
- Enabling store-based colleagues and regional managers to make real-time, informed decisions.

The Solution

Sainsbury's implemented a unified data and analytics strategy, leveraging cloud-native Strategy One to:

- Build a scalable and governed data model.
- Deploy more than 30 custom analytics applications, delivering best-in-class insights to over 12,000 colleagues using Snowflake and AWS.

Impact

Data Democratization: Enabled employees across stores, depots, and offices to access trusted, actionable insights, ensuring consistency and accuracy.

Operational Efficiency: Saved 150K+ man-hours annually by democratizing data and analytics access, with over 650K weekly report views.

Enhanced Decision-Making: Deployed mobile applications that provided real-time metrics on sales, waste, shrink, and customer feedback to store and category managers, improving operational decisions and customer satisfaction.

12,000+	650K+	150,000+	30+
colleagues using analytics apps	Weekly Report Views	Man-hours Saved Annually	Custom Analytics Applications

" *Leveraging the Strategy Cloud as our enterprise analytics solution proved key to our widespread adoption.*"

Phil Jordan,
CIO,
Sainsbury's

Find out more ▶

Victoria's Secret: Enhancing Store Operations with Mobile Data Solutions

About Victoria's Secret

Victoria's Secret is the world's largest intimate specialty retailer with over 1,300 stores in around 70 countries. Known for its lingerie, apparel, and beauty products, the brand is dedicated to providing exceptional customer experiences.

The Challenge

To better serve its customers and improve store operations, Victoria's Secret needed to:

- Streamline the process of identifying and managing products.
- Ensure that store associates could quickly access critical data for operational efficiency.
- Plan effective promotions and optimize assortments to meet customer preferences.

The Solution

Victoria's Secret implemented Strategy's data analytics platform to:

- Provide real-time data access through iPads, enabling store associates to manage products with visual aids.
- Use data analytics to plan proper promotions, optimize product assortments, and ensure the right products are in the right place at the right time.
- Empower associates with the information they need to work more efficiently and focus on customer service.

Impact

Enhanced Efficiency: Transitioned from a text-based product identification system to an image-based one, simplifying the process for new associates and speeding up operational tasks.

Customer Focus: Improved understanding of customer preferences through data analysis, ensuring that customer needs were met with the right products and promotions.

Empowered Employees: Equipped store associates with real-time data, allowing them to efficiently manage assortments and spend more time assisting customers.

" *Strategy gives us data at our fingertips so we can spend more time helping the customer.*"

Carl Baxter,
Manager, Reporting & Analytics,
Victoria's Secret

Find out more ▶

4. Harnessing Trusted Data for Informed Decisions

Consistency across data sources is an issue raised by 44% of organizations. 40% of respondents prioritize verified, secure, and transparent data.

"Data Readiness for Impactful Generative AI."

Accurate and timely data is crucial for making informed retail decisions. Both Vuori, a lifestyle athleisure brand, and Federated Co-operatives Limited (FCL), a large wholesaling organization in Western Canada, faced the challenge of **unifying disparate data sources across various systems**.

Vuori needed to provide business leaders and analysts with consistent, self-service access to data, while FCL aimed to improve decision-making across its diverse supply chain operations.

Both companies implemented Strategy's data analytics platform to establish a single source of truth with a connected semantic layer, resulting in **unified data, enhanced operational efficiency, and faster, data-driven insights**. By leveraging Strategy's capabilities, both Vuori and FCL significantly reduced lead times and manual efforts, enabling better business performance and strategic growth.

Vuori: Streamlining Decision-Making with Connected Data

About Vuori

Vuori is a lifestyle athleisure brand representing the coastal Californian lifestyle. The company is committed to creating happiness for its consumers, community, and employees through its products and work environment.

The Challenge

Vuori needed a way to unify its data across various systems to:
- Provide business leaders and analysts with self-service access to consistent data.
- Eliminate discrepancies between different datasets and reports.
- Enable faster, data-driven decision-making.

The Solution

Vuori implemented Strategy's data analytics platform to:
- Establish a single source of data with a connected semantic layer.
- Provide clean and connected data across the organization.
- Empower business leaders and analysts to quickly access consistent metrics and generate insights.

The Impact

Data Consistency: Unified data from different systems, eliminating discrepancies and ensuring common metrics.

Operational Efficiency: Enabled faster decision-making by providing quick access to connected data.

AI Integration: Strategy AI further reduced lead times for obtaining insights, enabling executives and analysts to drill down into data efficiently.

" *We implemented Strategy to enable our business leaders and analysts to become more self-serving, rooted in a single version of truth of the data across the company.*"

Himanshu Shekhar,
Vice President, Planning & Analytics,
Vuori

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Federated Co-operatives Limited: Optimizing Supply Chain with a Unified Platform

About Federated Co-operatives Limited

Federated Co-operatives Limited (FCL) is a large wholesaling organization in Western Canada, servicing industries including consumer products, agriculture, and energy. FCL operates convenience stores, food stores, hardware stores, and a refinery providing fuel services.

The Challenge

FCL faced the challenge of unifying disparate data sources across various divisions to:

- Improve decision-making across the supply chain.
- Enable category managers to plan assortments, promotions, and pricing effectively.
- Reduce the inefficiencies of siloed data and manual updates.

The Solution

FCL implemented Strategy's data analytics platform to:

- Aggregate data from different sources into one unified platform.
- Leverage AI capabilities and efficient data architecture through Strategy Cloud.
- Provide detailed and holistic insights into business performance across the entire supply chain.

The Impact

Unified Data Access: By integrating disparate data sources, Strategy enabled better decision-making across the supply chain.

Enhanced Efficiency: Adopted Strategy Cloud for real-time upgrades and reduced maintenance efforts, improving overall data architecture efficiency.

Faster Insights: Leveraged AI to provide quick access to business insights, reducing the time spent on data analysis and root cause identification.

" *Strategy has allowed us to really unpack and understand more detailed information about our business performance from the end-to-end supply chain perspective.*"

Nena Pidskalny,
Director of Supply Chain Strategy,
Federated Co-operatives

5. Driving Employee Engagement with Self-Service Reporting

> ## Only 23% of organizations have fully seamless data integration.
>
> ["Data Readiness for Impactful Generative AI."](#)

Accurate and timely data is crucial for effective workforce management and operational scalability. Both Crate&Barrel and Zebra Technologies faced the challenge of **enhancing workforce optimization and management**.

Zebra needed a scalable data platform to improve decision-making and customer satisfaction, adopting Strategy One for AI-powered analytics and self-service reporting. Crate&Barrel was looking to transition from outdated legacy to modern analytics and to empower employees with real-time insights.

Both solutions resulted in **enhanced operational efficiency, real-time insights, and improved decision-making**. By leveraging advanced, scalable data analytics tools, Crate&Barrel and Zebra Technologies significantly improved workforce management, customer satisfaction, and overall business performance.

Crate&Barrel: Breaking Free from Legacy Systems

About Crate&Barrel

Crate & Barrel is a lifestyle brand specializing in high-quality furnishings, committed to creating sustainable, timeless products that appeal across generations. Crate&Barrel operates as a member of the Otto Group—one of the world's largest online retailers, boasting around 50,000 employees and a presence in over 30 countries globally.

The Challenge

Crate&Barrel migrated from SAP's BusinessObjects to Strategy One to:

- Gain a more flexible, powerful analytics platform.
- Empower employees with easy access to real-time, actionable insights.
- Improve query performance and operational efficiency through modern data infrastructure.

The Solution

Crate&Barrel migrated to Strategy One from their legacy solution and implemented:

- Self-service reporting, allowing employees to generate insights without needing deep technical know-how.
- Migrated from an AS400 legacy environment to Google Cloud's BigQuery to handle high volumes of granular-level information efficiently.
- Centralized schema and public object reusability features to save development effort and ensure consistent data definitions.

Impact

Efficiency: Successfully reduced the number of reports from 35,000 to under 400, optimizing the focus on high-value reports.

Accessibility: Empowered over 500 active users with real-time insights through dynamic dashboards and user-friendly self-service tools.

Performance Improvement: Enhanced report query performance, enabling detailed breakdowns without high-level data aggregation.

User Adoption and Engagement: Effective change management strategies, including extensive training and stakeholder involvement, ensured high adoption rates and broad alignment with business needs.

Innovation: Enabled new possibilities in AI and machine learning applications, opening up future opportunities for advanced data analytics.

Reduced from **35,000** reports to under **400**

500+
users actively leveraging analytics

> " *The self-service capabilities have empowered the organization to build insights and quickly answer questions to explain business performance."*

Anupam Singh,
Senior Director of Enterprise Business Intelligence,
Crate&Barrel

Find out more ▶

Zebra: Transforming Workforce Optimization

About Zebra

Founded in 1969, Zebra Technologies develops cutting-edge technological solutions designed to give businesses real-time visibility into their operations. With a workforce of over 8,200 employees, Zebra drives productivity and operational efficiency through solutions that empower industries across healthcare, retail, transportation, and manufacturing.

The Challenge

Zebra Technologies needed to replace an outdated legacy system to:

- Provide business leaders and analysts with scalable, self-service access to real-time, accurate data.
- Ensure a predictable cost structure.
- Enhance decision-making and customer performance.

The Solution

Zebra adopted Strategy One, a cloud-native platform that integrated seamlessly into their Workcloud Workforce Optimization Suite. The new embedded solution offered:

- AI-powered, customizable analytics.
- Self-service reporting and natural language queries.
- Robust data security through a microservices architecture, ensuring seamless upgrades and scalable solutions.

Impact

Operational Efficiency: Enhanced performance by providing quicker access to vital analytics, reducing the need for custom report requests.

Improved Customer Satisfaction: Enabled clients to manage workforce optimization tasks more efficiently, leading to higher satisfaction.

Real-Time Insights: Provided real-time data access and faster decision-making, allowing swifter actions based on up-to-date information.

> *"Switching to Strategy's modern, cloud-native AI + BI platform improved performance for our customers, giving them access to powerful, customized analytics."*

Suresh Menon,
Senior Vice President and General Manager,
Software and Solutions,
Zebra

[Find out more ▶](#)

6. Retailers' Platform of Choice

Retail organizations, due to the volume of data they collect, as well as the size of their workforce, often face challenges with data availability and consistency.

Strategy was founded on the simple idea that analytics should drive better decision-making and be accessible everywhere, encapsulated by our vision of "Intelligence Everywhere." Strategy One addresses the complexities of enterprise-scale analytics by providing quickly deployable, AI-powered, customizable data experiences that are easy to synchronize and scale. Strategy's AI+BI Platform is democratizing data across retail organizations, and the very core of the data is managed by Strategy's Semantic Graph that ensures a single source of truth across the business.

As evidenced by the customer stories, Strategy One is the go-to solution for the world's largest retail organizations. Trusted across the globe for its pixel-perfect reporting, customizable reports, built-in scalability and AI-powered analytics.

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