

# Helping a Global Athletic Retailer Gain Real-Time Consumer & Product Insights

Strategy | AI Consulting | Business Intelligence

*Client name withheld for confidentiality*

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## The Challenge

A globally recognized athletic apparel and footwear retailer sought to better understand product performance and consumer behavior across its many international markets. Despite having vast amounts of data, an actionable way to interpret it in a visual way was desired.

The core issues (this might be a little intense, maybe we want to reword it as goals instead of issues cause they already had this stuff it was just mostly in excel and only the analysts could dive into the data to get answers)

- No clear visibility into **which products performed best or worst in each region**
- Limited insight into **what types of customers were purchasing specific items**
- An inability to easily analyze **product bundling trends** (e.g., customers who buy running shoes also tend to buy athletic socks and water bottles)
- Teams without data expertise found the existing analytics tools **too complex to use effectively**

The company needed a more intelligent, intuitive way to view their data that could help streamline decision-making and enhance both supply chain strategy and marketing personalization.

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## The Solution

Our AI consulting team partnered with the retailer to design and implement a **custom business intelligence ecosystem** that leveraged their existing data while offering a simplified user experience for business users.

Here's how we did it:

## 1. Unified Data Model

We began by integrating product, sales, and consumer data from across global markets into a **centralized and secure data warehouse**, ensuring consistency and accuracy in reporting.

## 2. Interactive Dashboards with Automated Updates

Next, we built **custom dashboards** powered by a combination of AI and advanced data visualization tools. These dashboards included:

- **Global product heat maps** showing real-time best and worst sellers by region
- **Demographic breakdowns** to identify who was buying which products
- **Association analysis** to surface which items were frequently bought together
- Automated alerts to flag emerging trends and anomalies in real time

All dashboards were connected to live data pipelines, ensuring they **updated automatically**—no manual refreshing or data wrangling required.

## 3. Simple UX for Non-Analysts

Finally, we designed the interface to be **intuitive and jargon-free**, allowing merchandising, marketing, and executive teams to gain deep insights **without needing to be data experts**.

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## The Results

With these new tools in place, the athletic retailer quickly began seeing measurable impact:

- **Smarter Market-Specific Inventory Decisions**  
The company began **stocking products based on real-time, local demand**, reducing overstock and understock situations globally.
- **Improved Product Pairing and Cross-Selling**  
By understanding which items were commonly bought together, the retailer could offer **personalized bundle promotions** and optimize store layouts and online recommendations.
- **Deeper Customer Understanding**  
The marketing team used new demographic insights to **target campaigns more effectively**, leading to improved engagement and conversion rates.

- **Higher Revenue, Less Waste**

The company saw an increase in revenue from improved product-market fit and a **significant reduction in inventory waste**, supporting both sustainability and profitability goals.

In short, we helped the client unlock the full potential of their own data—empowering them to make better decisions, faster.