

# CASE STUDY

## Transforming Retail Sales Insights with Tableau and Einstein Analytics



**Customer story:** A leading fashion retailer with a growing online presence . The retailer struggled to gain actionable insights from their vast amount of customer data spread across multiple sources.

**ADC Solution:** ADC's solution harnessed the power of Tableau and Einstein Analytics. Tableau unified customer data from various sources into a central hub, enabling interactive dashboards for easy exploration. Meanwhile, Einstein Analytics leveraged its built-in capabilities to generate sales forecasts, optimize marketing campaigns, and personalize product recommendations based on customer behavior.

**Outcome:** The solution delivered impressive results. A unified customer view from Tableau improved data accessibility and analysis. Deeper customer insights, thanks to interactive dashboards, led to optimized sales forecasts and personalized experiences. This, in turn, boosted customer engagement and satisfaction.

**Value Adds:** ADC provided tailored solutions that addressed the retailer's specific challenges, such as data unification, predictive analytics, and personalized customer experiences.

20%  
Increase in  
Conversion rates

**Increased Customer Engagement**

15%  
Growth in  
Average Order  
Value

20%  
Reduction in  
Customer  
Acquisition cost

**Improved Marketing  
Efficiency**