

CASE STUDY | Redsbaby

redsbaby Delivering Business Intelligence to Boost Sales and Stock Efficiency

October 2021

The Project

Redsbaby, a rapidly growing player in the baby and toddler consumer goods sector, aimed to enhance their business monitoring capabilities with a particular focus on sales, stock and merchandising data. The initiative sought to harness the power of PowerBI dashboards to establish a robust business intelligence (BI) reporting system. This system was envisioned to not only streamline operations but also to unlock predictive insights for stock management and optimisation.

Objectives

From Data to Decision, Streamlining Stock with Smart BI Insights

The project was set to elevate Redsbaby's operations, focusing on advanced stock monitoring, insightful merchandising planning, and faster decision-making through predictive analytics and efficient inventory optimization. The project was designed to achieve several critical objectives:

- **Enhanced monitoring of stock data.**
- **Improved insights into merchandising planning and stock turns.**
- **A reduction in time to insight for strategic decision-making.**
- **Predictive forecasting of stock levels to optimize the ordering process.**
- **Optimisation to minimize overstocking and backorders.**

Methodology

Co-designed Dashboard Insights with Precision and Relevance

The methodology employed a comprehensive and collaborative approach. After an initial investigation into Redsbaby's data infrastructure, the project moved into a co-design phase with the founders. This collaboration was crucial for tailoring the dashboard to highlight essential metrics and incorporate analytics capabilities. The development focused on creating an intuitive interface that not only presented real-time data but also offered forecasting tools to predict stock levels and optimize the ordering and purchasing process.

Results

Rapid Deployment, Quicker Insights, Significant Results

Redsbaby experienced a remarkable transformation with the swift implementation of the BI reporting system, which went live in just over two weeks. The impact was immediate and profound: a significant acceleration in the decision-making process was achieved, with the time-to-insight reduced by an estimated threefold. The introduction of forecasting and order optimisation features helped reduce overstocking and backorder costs by an estimated six figures.

"The PowerBI dashboard Felipe helped us with has revolutionised how we approach stock management and ordering processes. The analytics features implemented have not only enhanced our operational efficiency but also led to significant cost savings by helping us optimise our inventory levels. It's truly been a monumental shift in our business operations." - Brett Redelman, Co-Founder and Operations Director, Redsbaby

About

Felipe Rego, Data Science & Analytics Partner | feliperego.com.au



Felipe is a leading advanced analytics and data science partner, helping teams build, manage and enhance their data science, analytics and data visualisation solutions in a strategically-aligned, commercially-oriented and customer-centred way.

With extensive industry experience as well as deep, technical analytical expertise, Felipe is often required by analytics, marketing, sales, finance, technology and strategy teams to provide support and to deliver robust solutions that are easy to use, understand and implement. Felipe's unique methodology focuses on a holistic organisational approach to using data science and data visualisation to increase transparency, improve performance and reduce costs.

Felipe helps organisations and teams with Data Science and Analytics Strategy and Governance, Predictive Analytics and Machine Learning solutions, Data Visualisation and Insights Automation and Analytical Training and Workshops.

Felipe is a passionate analytics instructor helping disseminate practical, actionable analytics and data visualisation techniques in both classrooms and online settings. Organisations that partner with Felipe end up with a more engaged workforce and individuals feel more prepared to step up to their next challenge using data and analytics in their day-to-day jobs.

Felipe received an M.Phil. in Electrical and Information Engineering with specialization in Learning Analytics from The University of Sydney. He is a Google Cloud certified Data Engineer and he also served as a data visualisation and storytelling advisor for the South Australian Health Department's Commission on Excellence and Innovation in Health's Clinical Informatics Group.

Felipe is a v/blogger in predictive analytics, statistical learning and data visualisation. Last year alone, Felipe had thousands of visitors to his blog from hundreds of countries. His articles have been ranked #1 in google search and referenced by many sources and leading educational organisations worldwide.

For more, visit: feliperego.com.au

**Are you truly harnessing the power of data and analytics to stay ahead of the competition?
I would love to hear your story, share my experience and learn about your challenges.**

info@feliperego.com.au
