

Empowering a fashion e-commerce brand with advanced HR analytics

Connect With Our Experts

Customer Background

The client is a public listed retail e-commerce firm with annual revenue of \$1 billion and more than 3,000 employees. They sell high-end luxury apparel. Renowned for their unwavering commitment to authenticity and exceptional customer experiences, they have revolutionized luxury online sales. As the preferred destination for discerning shoppers worldwide, their platform showcases an extensive collection of coveted designer brands.

Industry

Retail, E-commerce

Technologies / Platforms / Frameworks

Tableau, Cloud, HR Analytics

Challenges

Facing the ever-evolving challenges of a rapidly growing workforce, our client recognized the need to enhance their HR analytics capabilities to make data-driven decisions and improve workforce management. They sought a solution that would provide:

- » A comprehensive view of HR metrics
- » Enable self-service analytics
- » Empower HR professionals to extract actionable insights from complex data sets

They wanted a business analytics tool that would empower their HR team to efficiently track, analyze and report key performance indicators (KPIs). With a dedication to staying ahead of the curve and fostering a culture of excellence, our client actively embarked on a quest to find a cutting-edge solution that would unlock the true potential of their HR data.

Their vision was to harness the power of advanced analytics and reporting to gain invaluable insights into their workforce dynamics, talent acquisition, retention strategies and overall HR performance.

Solutions

The team of data experts at Softweb Solutions had thorough discussions with the client's team and worked towards transforming their ambitious vision into reality. With a track record of empowering organizations with transformative data-driven strategies, our team was poised to deliver a tailored HR analytics solution that would revolutionize the way our client manages their human capital.

According to the type of data they accumulated on a daily basis and the type of reports they required to improve their business processes, we figured that [implementing Tableau data visualization](#) would be the best solution for them.

Tableau implementation involved the following steps:

- » **Data integration:** We developed a solution that integrated data from various HR systems, including employee records, performance evaluations and recruitment data into a centralized data repository.
- » **Dashboard development:** Our Tableau solution's intuitive interface allowed the HR team to create interactive dashboards and reports tailored to their specific needs. They were able to visualize key metrics such as employee turnover rates, training effectiveness, diversity and compensation in real-time.
- » **Self-service analytics:** Our solution empowers HR professionals to explore data on their own and gain insights without relying on IT or data specialists. They could easily filter and drill down into the data to uncover trends and patterns using Tableau.
- » **Automation and efficiency:** We automated the generation of HR reports, reducing manual effort and enabling HR professionals to focus on analyzing data and deriving meaningful insights.
- » **Collaboration and sharing:** Our Tableau solution's collaborative features enable the HR team to share dashboards and reports with stakeholders across the organization, fostering data-driven decision-making.

Apart from this, the solution also provided [powerful data visualization](#) and analytics capabilities that enabled the company to analyze and understand customer behavior, track sales performance, identify trends and make data-driven decisions. This also increased their revenue.

With Tableau, the company gained valuable insights into its products, customers, and market trends, allowing for better inventory management, targeted marketing strategies and improved overall business performance.

The implementation of our retail solution has yielded significant benefits for various stakeholders, including customers, employees, and suppliers, resulting in a large user base of over 1 million satisfied users.

HR dashboard

We developed a comprehensive HR dashboard using Tableau. It empowers the company's HR team to assess and analyze workforce data efficiently. This centralized platform enables HR executives to quickly review and analyze key performance indicators (KPIs). Recruitment KPIs include:

- » **Accepted versus declined:** The number of candidates who accepted the job offers against those who rejected.
- » **Applications (total versus unique):** The total number of job applications applied from different portals versus unique applications.
- » **Opening versus requirement:** The number of job openings against the number of required candidates.
- » **Funnel stages:** The data of different stages of effective recruitment.
- » **Accepted offers (by target date):** The number of job applications accepted by the candidates at the end of the target date.
- » **Top ten sources:** The top ten sources from which the company has received job applications.

Benefits

- » **Enhanced data visibility:** The HR team gained a holistic view of HR metrics and KPIs, enabling them to identify areas of improvement and make data-driven decisions.
- » **Improved efficiency:** Tableau's self-service capabilities eliminated the reliance on IT for data analysis, allowing HR professionals to access and analyze data independently. This helped them save time and resources.
- » **Real-time insights:** With interactive dashboards, the client can monitor real-time data. This enables them to respond quickly to trends and make timely interventions.
- » **Enhanced reporting:** Tableau's visualizations improve the clarity and impact of HR reports, making it easier for stakeholders to understand and act upon the insights provided.
- » **Strategic decision-making:** Our comprehensive HR analytics dashboard provides insights that contributes to talent management, recruitment strategies and employee engagement initiatives.

Our client continues to redefine the boundaries of HR management, setting new benchmarks for the industry. Together, we have forged an unstoppable partnership that paves the way for data-driven success and propels our client to even greater heights in their quest for HR excellence.

