Delivering Data Intelligence Across Asda

SAS Visual Analytics User Group | February 2015

Emma Robson | Customer Data Manager

Jordan Reddington| Customer Data Analyst

Asda - Delivering Products and Services Across Many Sectors

Walmart ☀️

ASDA

500+ UK Stores
2nd Largest UK
Grocery Retailer

Grocery

Telco

ASDA Mobile

George.

UK's 2nd Largest
Fashion Brand
by Volume

Non-Food

Financial Services

ASDA money

ASDA SAVING YOU MONEY EVERY DAY

Making Sense of the Vast Amount of Data

WIFI & APG

SOCIAL

STORE

300 Million Data Points Each Week

ONLINE

WEBSITE TRACKING

ASDA SAVING YOU MONEY EVERY DAY

Single Customer View

Continues to grow at pace and is key to our insight and CRM

ASDA Groceries

ASDA Price GUARANTEE 10%

George. ASDA direct

Wi Fi ASDA Mobile

ASDA money

baby & toddler club

ASDA SAVING YOU MONEY EVERY DAY
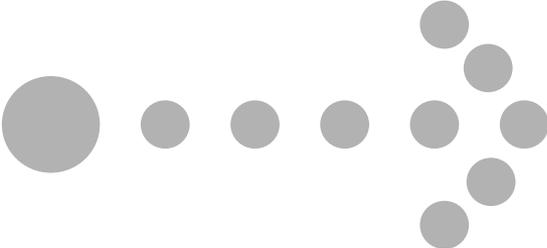
Enriching the Single Customer View for Deeper Customer Understanding

Callcredit
Information Group

Third Party
Demographics

Device

Marketing
Tracking &
Web
Behaviour

Offline
Activity

Single Customer View

ASDA SAVING YOU MONEY EVERY DAY
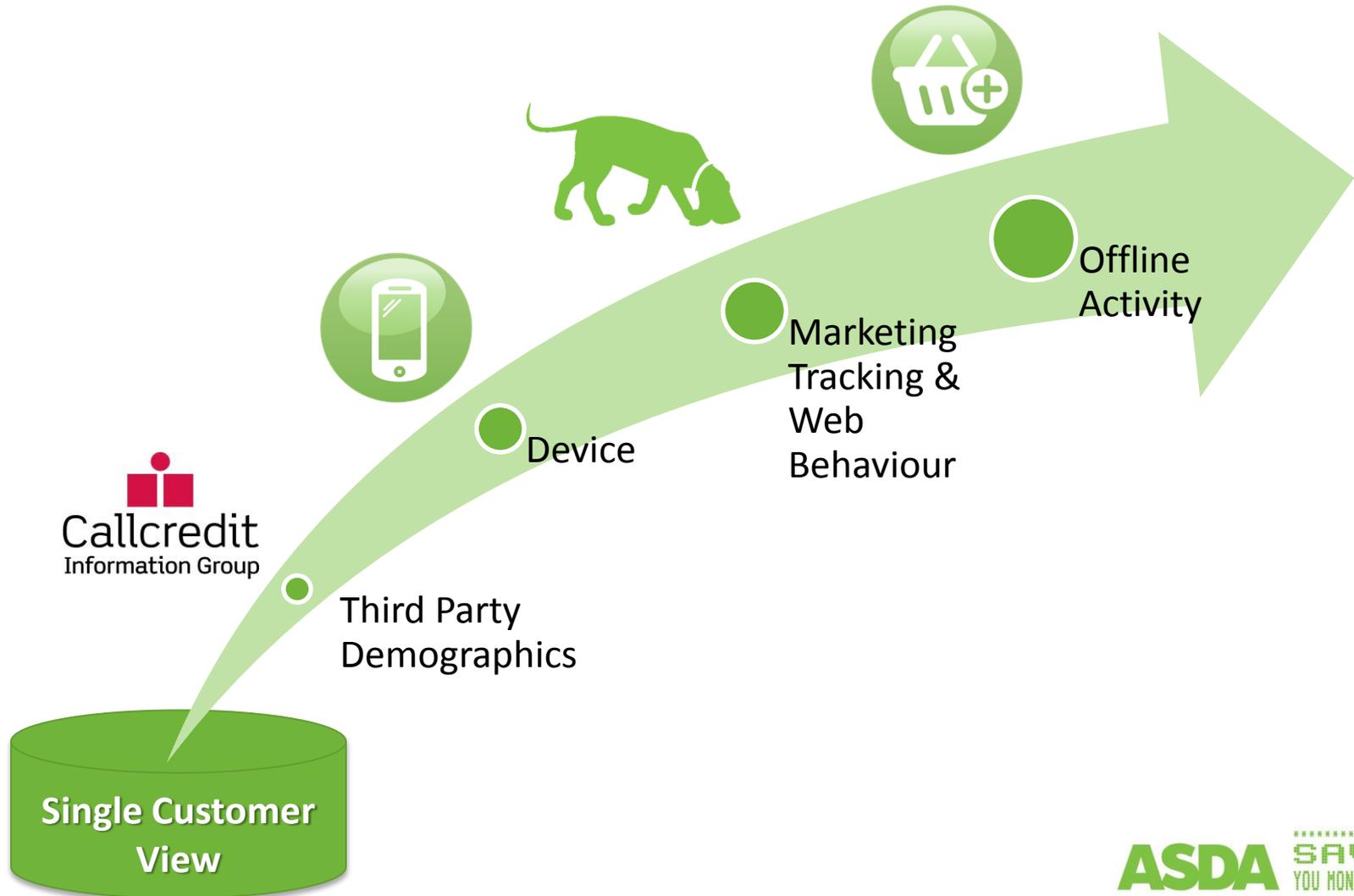
Key Requirements - Driving Insight from the Data


Making Sense of Complex Data

Empowering the Business

Showcasing Data Capability

SAS Visual Analytics – Exploration, Analytics & Visualisation
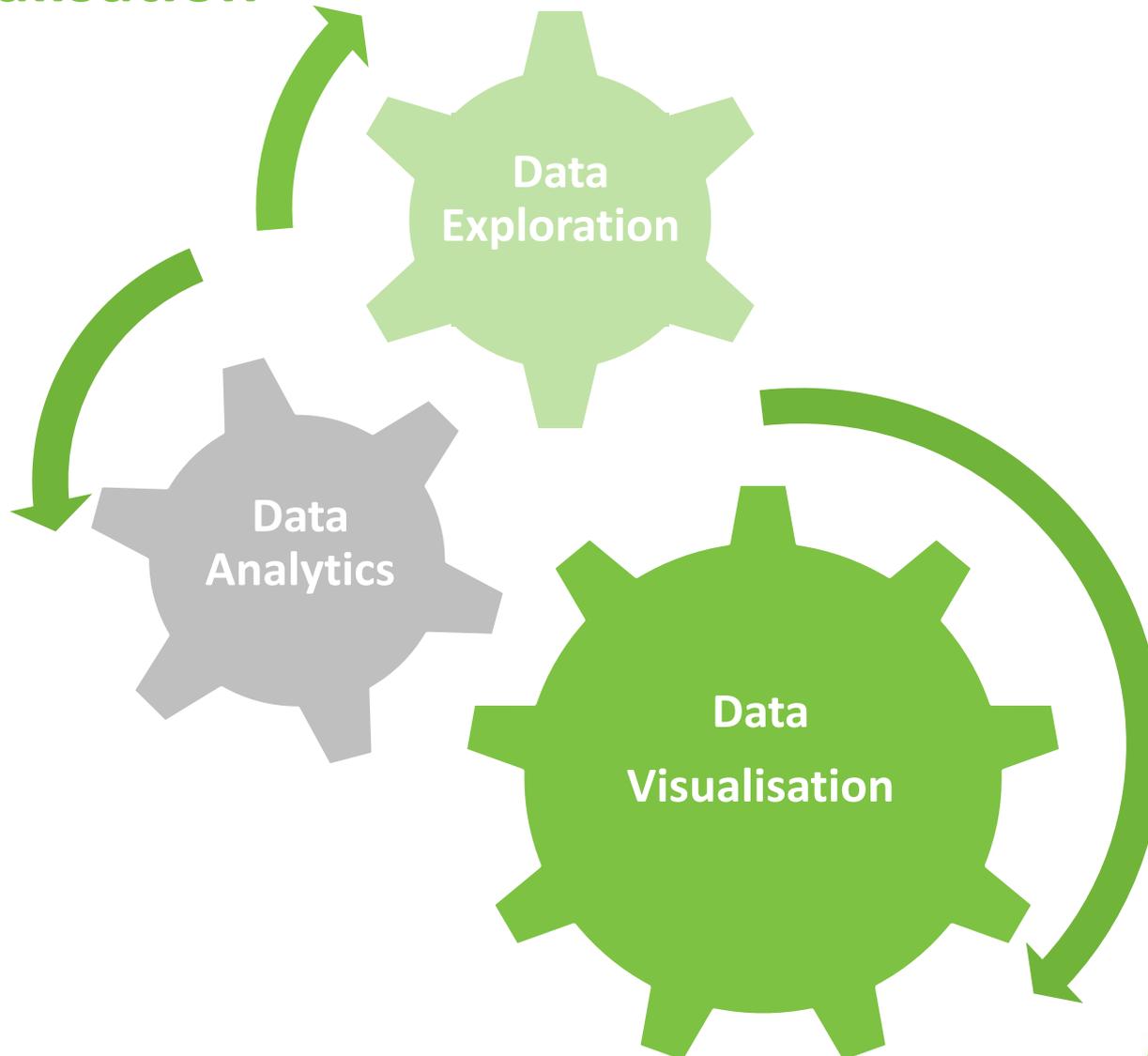
Transforming how Data is Consumed Across Asda

Data Accessible to All

Data Anywhere/ Anytime

Highly Visual

Interactive Reporting

Geographical Analysis

ASDA **SAVING YOU MONEY EVERY DAY**

Strong Team of Analysts Delivering to the Business

Learning & Exploring

Building Key Reports

Demo to the Business

Specific Team Requests

ASDA SAVING YOU MONEY EVERY DAY
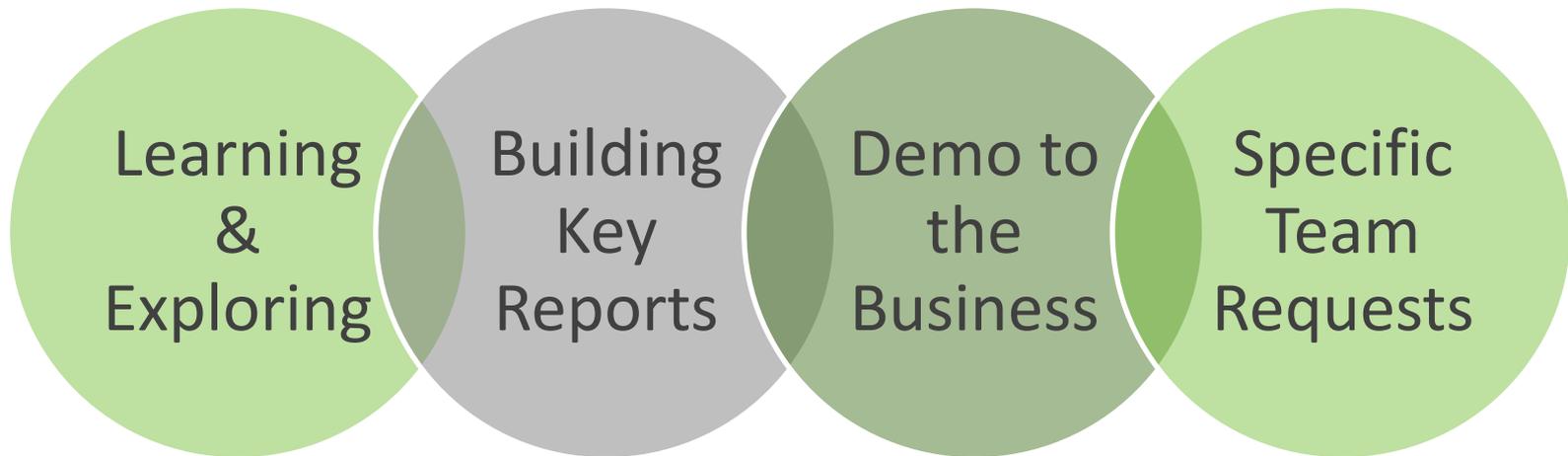
Asda SAS Visual Analytics Report Demo

Unexplored Capabilities – Continuing the Journey

Advanced Data Exploration

Making Sense of Next Generation Data

Forecasting/ Predictive Modelling

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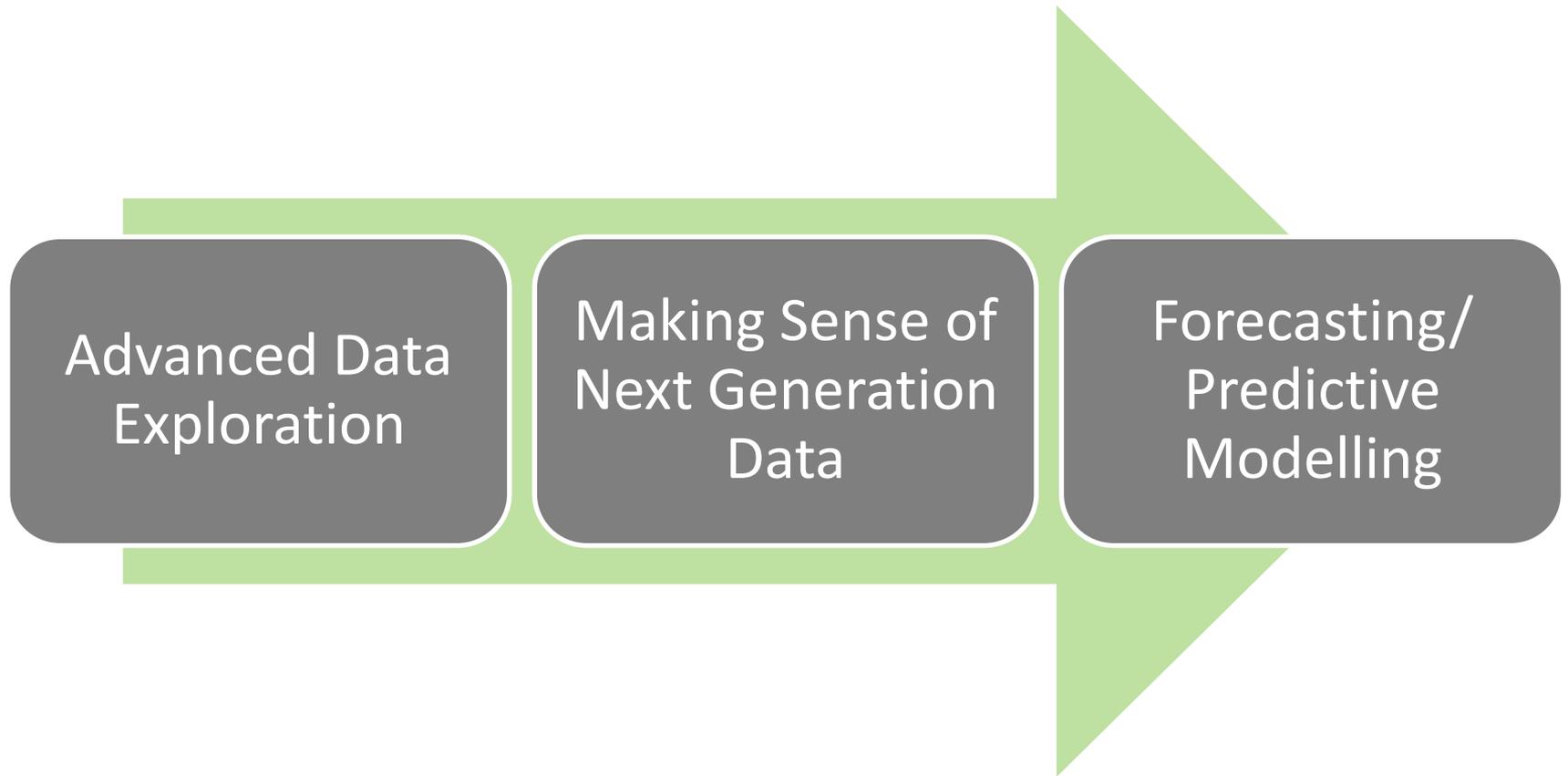
Thank You
Any Questions?

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