



NiMble Analytics Services *for our clients*

Analytics for Data Driven Decisions

*It is like taking raw data,
churning it and
get money flow out of it!*

Analytics@Nimble

The Changed Scenario

Business decisions in the present era can no longer be taken solely based on intuition and common sense. Business intelligence technology has expanded in recent years. It has two implications -

- 1) Firstly—Technology has made it possible to collect huge amount of data. Examples: Tally is now increasingly used for accounting and inventory management. Point of sales scanners collect lot of data on sales, their time, amount etc. for every transaction at sales outlets. Customer shares lot of data when it fills forms for loyalty cards or other types of cards. Challenge now is not lack of data but making sense out of data and this data is going to increase day by day. To remain competitive, organizations would continue to innovate methods of making sense of data they have.
- 2) Secondly—The data availability is now translating into need for analyzing it and use the power of Analytics! Enlightened companies look at Analytics as a source of Competitive Advantage.



Mid Size Enterprises

Business intelligence and data-based decisions are now business necessities. However, mid-size enterprises can not exactly define the information required in one-go or buy standard off-the-shelf programs and start using the products without adequate integration with their existing methods and processes. This intermediate stage of business which is clearly a growth phase is critical for the organization. Any wrong decisions can lead to financial disasters and even kill the organization.

If your reports get out of date before they are delivered, tedious or dull or overproduced and bulky—you can seek NiMble's help!



Analytics requires in-depth skills of data analysis, quantitative techniques and business sense. Small organizations usually find it difficult to hold such talent and keep them motivated or retain them for long. Change of staff, leads to another cycle of re-learning and re-start.

How NiMble helps!

Keeping these on-ground realities in view, NiMble collaborates with it's clients with the Analytics service which is easily out-sourced without much efforts. NiMble has qualified staff to look at client's data, analyze it appropriately and send the agreed reports on a time-bound basis. NiMble has staff which is expert in business modeling and application of analysis tools and special application software. Confidentiality is maintained and each NiMble employee is bound by NiMble ethics and signs a legal agreement to maintain confidentiality.

NiMble supports it's clients by providing back-end support services for analyzing the data readily available with the client, usually on a monthly basis.

The reports produced are tailor made for each of our clients and suits their current needs. The reporting is changed as the process matures and the organization gets better at using the NiMble reports. Our experience shows that in about six months period, clients start demanding more data from the operational departments and the culture of the organization gradually starts changing and the organization becomes more performance driven.

Success of the Analytics Project greatly depends on the push given by the higher management to the project. NiMble continuously guides the clients and based on data suggests areas which need attention and care.

The reports produced by NiMble provide:

1. Current Status,
2. Trends
3. Future Estimates based on trends.



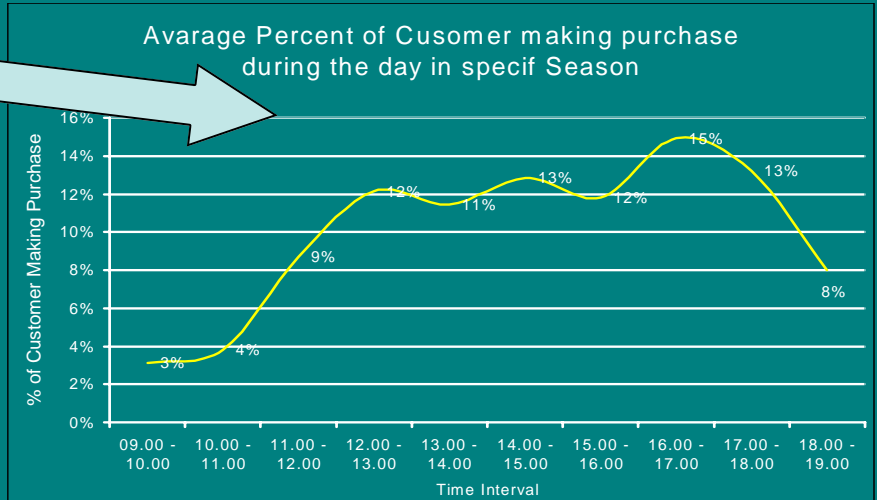
Analytics@Nimble

Ultimate result – Operational Excellence and improved profitability! Results are simply amazing!



Typical Data Analysis done by NiMble for clients

1. Staffing prediction to account for lean and rush periods.
2. Staff prediction for holiday season rush.
3. Yield management by differential pricing across your chain of stores.
4. Selecting customers for specific promotions and surveys.
5. Selection of customers based on customer preferences data.
6. Analysis of sales performance.
7. Analysis and categorization of products.
8. Analyzing department performance.
9. Aging Analysis of stocks.
10. Anticipated dates for re-ordering based on current sales data.
11. Speed of Response to Customers Complaints
12. Sample size determination to get realistic and usable data.



Goods categories and their contribution in – 200X

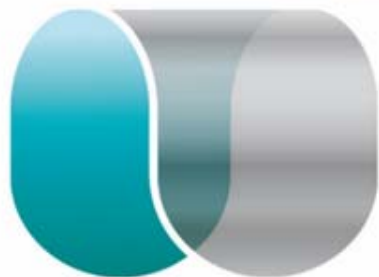


Analytics@Nimble

*Business needs to make a decision NOW,
even though the data is not complete. What
are the chances that your decisions are
GOOD?*

for more information contact

vk@nimble.in



nIMBLE

Facilitating Growth Through Processes