

How Splunk Helps Retail Industry

To minimize the financial loss from perishable items and make an alternative

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Agenda

1. Make use of application logs that markdown the prices of perishable items/products.
2. Use Splunk to store and structure the application data.
3. Analyze, process and transform the data into useful insights.



How Splunk Helps Retail Industry to Minimize the Financial Loss From Perishable Items and Make an Alternative



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- 5 retail stores in the state of California.



STORE 1



STORE 2



STORE 3



STORE 4



STORE 5

- Price deductions are carried out for perishable products in each store.
- We have an application named “**Store Perishable Items – SPI**”, which calculates and performs the price deductions on products based on the certain logics.
- Send the application logs of “**SPI**” of each store to Splunk and make use of the available data to bring out Key Point Indicators.



Retail

Stats on Perishable
Items discounted

Number of Items Discounted...

In each store over the search time of last 24 hours



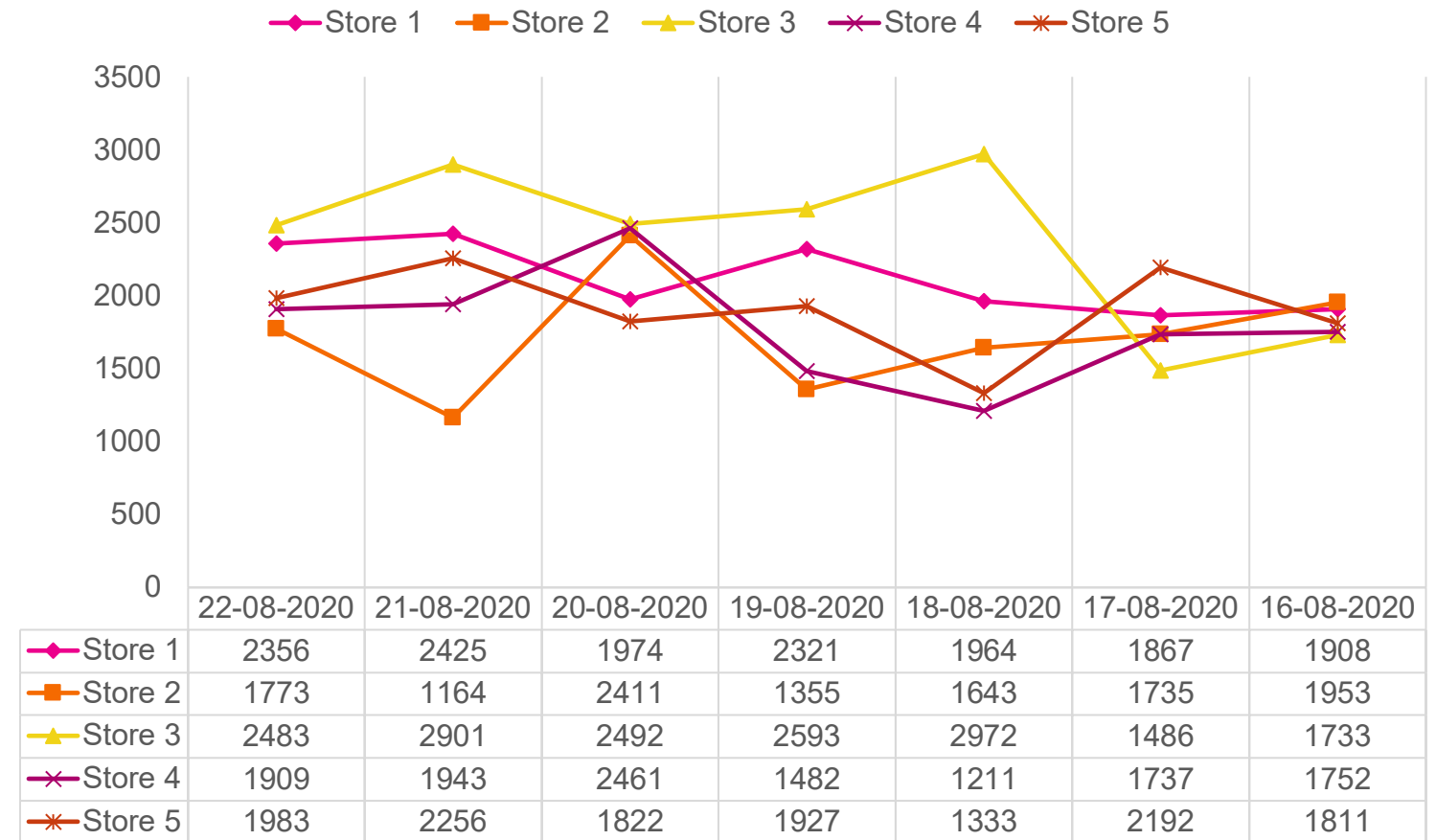


Retail

Stats on Perishable
Items Discounted

Number of Items Discounted...

Per each store for last 7 days





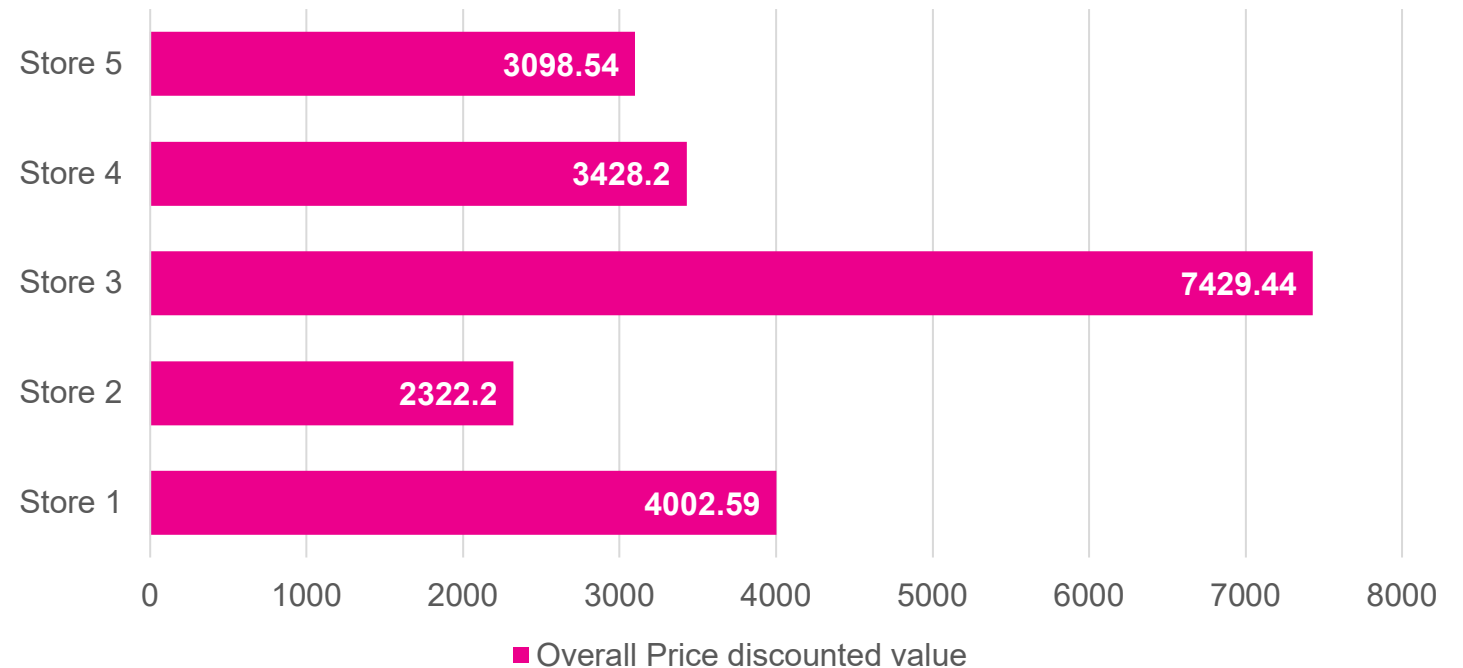
Retail

Stats on Perishable
Items Discounted

Overall Sum of Discounted Price in \$...

Where Discounted Price for last 24 hours = Sum of Items
(Old Price – New Price)

Overall Price Discounted Value

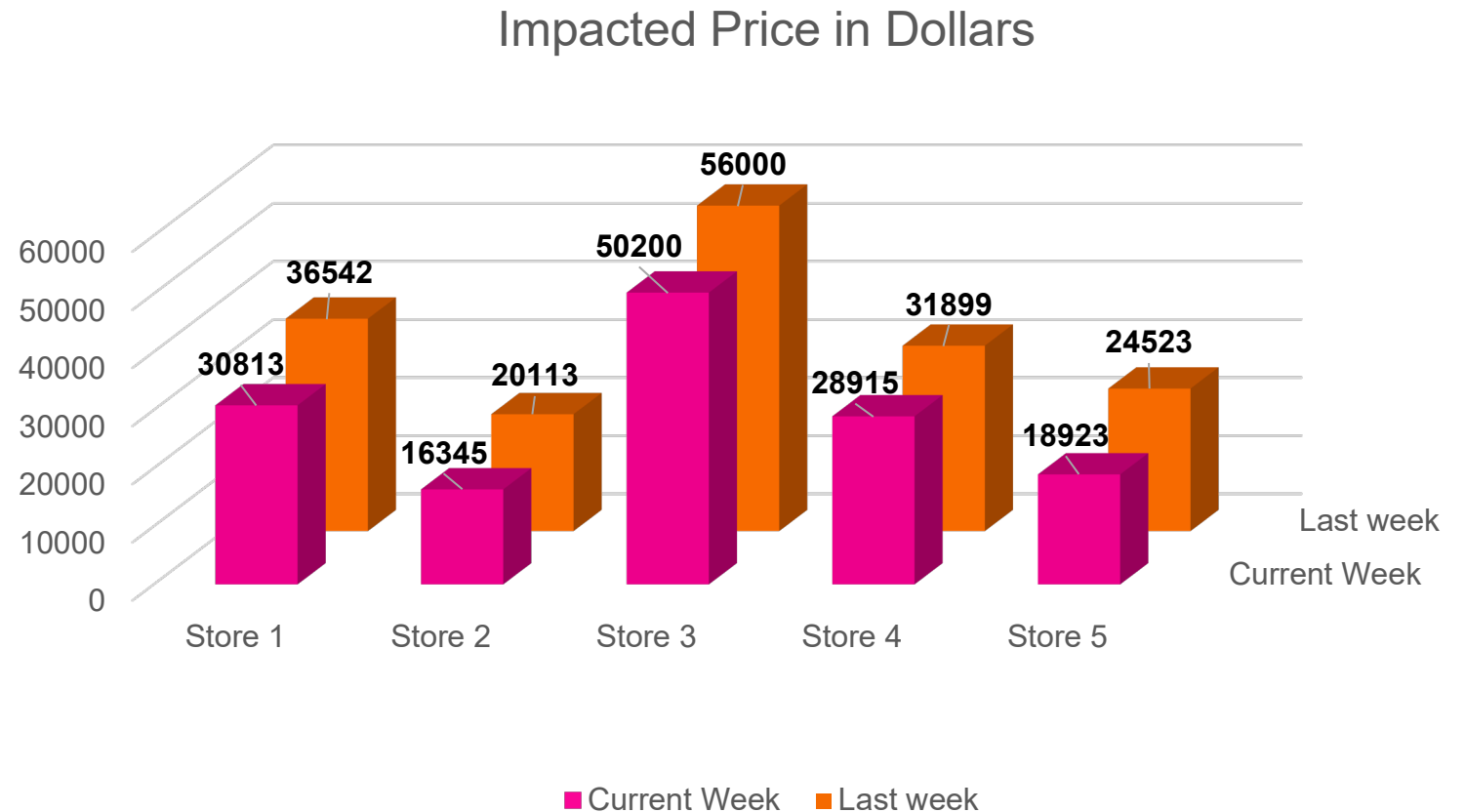




Retail

Stats on Perishable
Items Discounted

Overall Discounted Price in a Store for the Current Week vs. Last Week





Retail

Stats on Perishable
Items Discounted

Number of Items Whose Price Is Discounted...

Per department for each store over last 24 hours

Departments	Store 1	Store 2	Store 3	Store 4	Store 5
21: Sea Foods	432	567	743	235	532
34: Breads	245	465	653	234	233
45: Vegetables	621	422	822	522	512
29: Dairy Products	489	345	633	322	763
53: Pharmaceutical Products	321	332	442	384	412

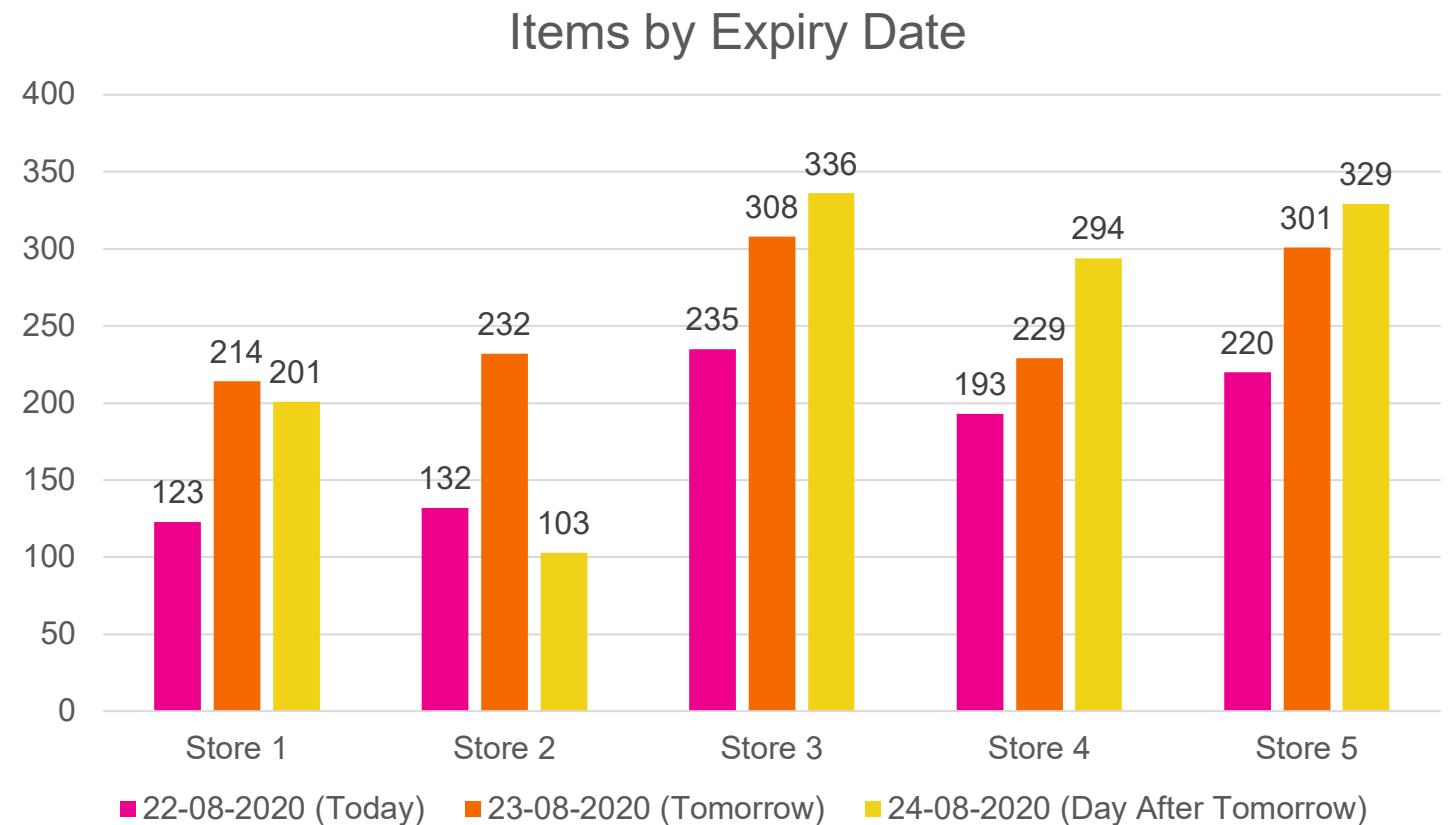


Retail

Stats on Perishable
Items Discounted

Number of Items Discounted...

For last 24 hours categorized based on its Expiry



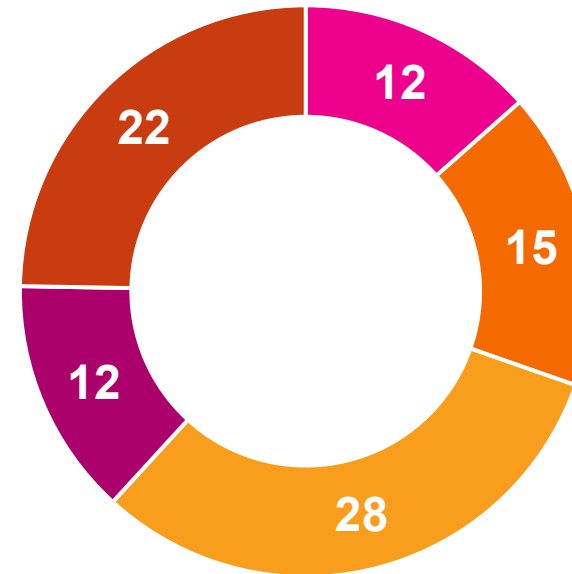


Retail

Stats on Perishable
Items Discounted

Number of Store Associates Involved in Item Price Markdown for Last 24 hours

Number of Store Associates



■ Store 1 ■ Store 2 ■ Store 3 ■ Store 4 ■ Store 5

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The insights would help to make better business decisions over the perishable items in store level.

Improve the performance of application.

Based on the proactive reporting of each week, necessary steps can also be made in donating the perishable products on its last day rather being unsold or wasted.

