

25% Revenue Uplift by Mastering SKU-Level Reporting for a Seamless Omnichannel Strategy

Industry: Health and Nutrition, eCommerce, Subscription

Target Persona: CEO, CMO, COO

Brand Size: \$25M+

The Problem

The brand operates across multiple channels, including DTC and Amazon. The goal was to integrate and analyze sales data from varied sources for detailed SKU-level insights.

A significant challenge was to consolidate sales data, originating from Shopify by product and Amazon by ASIN, into a cohesive format. Saras Analytics' task was to devise Product Mapping Tables to lay the groundwork for a unified, comprehensive product dimension table.

The Solution

Post navigating the data challenge, Saras Analytics developed a 'Custom Product Master Database'.

This master database was intricate at the SKU level, categorizing products by attributes like size and flavor.

This granularity was crucial for dissecting and analyzing data across both Amazon and DTC channels comprehensively.

The Result

The H&W Brand saw remarkable gains in revenue and reporting efficiency. The brand experienced a 25% increase in revenue, attributed to enhanced data-driven decision-making.

They also achieved a unified view of sales data, enhancing accuracy and reducing reporting complexities.

SKU-level insights facilitated more informed and effective inventory, marketing, and sales strategies.



“As CEO, the real game-changer for our Omnichannel strategy was Saras Analytics. Their SKU-level reporting across Amazon and Shopify brought unparalleled clarity, driving a remarkable 25% surge in our revenue. This unified data view is now the cornerstone of our strategic decisions.”

CEO, H&W Brand

25%

increase in revenue

Unified

Views of sales data

Engaged Saras Ecosystem

Daton + Consulting



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