

Enterprise Analytics That Drive Smarter Decisions

Aligning Data, Decisions, and Execution to Drive Measurable Business Impact

The Challenge

A Fortune 100 retailer needed to scale analytics capabilities beyond its Center of Excellence and deliver measurable business impact across marketing, store operations, and ecommerce.

Internal teams lacked the capacity, delivery structure, and specialized expertise needed to support growing analytics demand and operationalize insights across the business.

The Solution

The Intersect Group partnered with the client to design and operationalize a strategic enterprise analytics program aligned to business priorities.

The team developed predictive models, scenario analysis tools, ecommerce analytics solutions, and automated reporting capabilities while embedding governance and change management to support long-term adoption and scalability.

The Impact

The initiative transformed analytics into a more scalable, business-aligned capability that supported smarter operational and investment decisions across the enterprise.



Improved **promotional performance** measurement



Smarter store **investment and merchandising** decisions



Scalable **governance and delivery processes** for future growth



Expanded **ecommerce insight** capabilities



Increased adoption of **analytics-driven decision making**