

DATA ANALYTICS

CUSTOMER STORY

Grab-and-go Food Retailer yields insights

Japanese omusubi store operator
feasts on valuable insights from Qlik



CUSTOMER STORY



“Customer tastes change very quickly. It is key for us to have timely data to analyze. We want to understand what’s happening, how we can respond and make the right decisions to maintain and improve our competitiveness.”

David Ma, Senior Data Analytics Manager, Hyakunousha International Limited

Slow analysis of grab-and-go sales

Hyakunousha International Limited, founded in 2010, operates a chain of more than 100 grab-and-go stores that sell thousands of omusubi (Japanese rice balls) per day throughout Hong Kong under its hana-musubi brand.

Omusubi is hana-musubi’s specialty. The brand offers some 20 varieties along with other food and beverages. Matching supply to sales is critical, because the omusubi are made fresh every day and have a very short shelf life. Consumer tastes also can change rapidly. Hyakunousha needs up-to-the-minute sales data from all stores to plan and manage its operations.

Prior to deploying Qlik, Hyakunousha gathered sales data from the point of sale (PoS) terminals in each store. Hyakunousha’s Senior Data Analytics Manager, David Ma, says the system provided only standard reports. These then had to be manipulated to gain useful insights.

In addition to getting sales data and analysis in a timely manner, Hyakunousha wanted user-friendly tools that staff could use by themselves to gain the insights they needed. By providing such tools, Ma aimed to create a ‘data-savvy’ culture in the company, where staff routinely made use of data and data analysis to support planning and decision-making.

Solution Overview

Customer Name

Hyakunousha International Limited

Industry

Consumer Products

Geography

Hong Kong

Function

Supply Chain Management

Business Value Driver

Customer Intelligence

Challenges

- Getting timely access to sales data from ~100 stores
- Efficiently analyzing sales data for insights to support the business
- Creating a culture where staff routinely analyze data to make more informed business decisions

Solution

Qlik ingests sales data from the PoS system, automatically updates multiple Qlik Sense apps and provides valuable insights for better decision making.

Results

- Full sales data (product, volume, price) from all stores available next day
- Supply to shops closely matched to sales, product shortages avoided
- Staff now regularly use data analysis to support decision-making

Daily PoS data provides valuable business insights

Hyakunousha compared the offerings from several vendors of data analysis tools. The company chose Qlik Sense Enterprise SaaS, with Velocity Business Solutions as its implementation partner.

“Velocity gave us confidence it could help successfully implement the Qlik solution,” Ma says. “They gave us a very clear picture of the steps needed to integrate with our PoS system, how to get the data, how to store it in the cloud, how to transform it and how to design the Qlik apps to do the analysis we needed.”

Ma says the cloud-based Qlik Sense was chosen rather than premises-based Qlik Sense because Hyakunousha wanted the scalability that Qlik Sense in the cloud offered. “Our company is growing quickly. Qlik in the cloud will give Hyakunousha the flexibility and scalability to support our growth.”

Now, transaction data is downloaded every day from the PoS system into Qlik— the items bought in each transaction and the price paid — and all Qlik applications are updated automatically. There are thousands of transactions daily across more than 100 stores, thus as a fresh food business, up to the minute information is vital to enable Hyakunousha to avoid in-store shortages and minimize waste, says Ma. “Our omusubi have a very short shelf life. We produce them every day, and we need to know what is happening in our stores every day to plan for the production.”

With the rapid availability of data Hyakunousha has transformed the organization to get office staff routinely using and analyzing data.

Becoming a data-driven organization

“We organized training for all office staff and showed them how to use Qlik. Now, more than half of them are using Qlik regularly to help them make decisions,” says Ma. “We’ve been able to get them using data to make better decisions.”

Hyakunousha is also using Qlik to compare current and historical data. “We’ve developed an automated dashboard to monitor how sales are performing. Every day we compare current and past sales to see how the business is growing,” says Ma.

“We have been using this for over a year. It is helping us plan how many staff we need, how many raw materials to order. It gives management a high-level picture of the business. It’s very easy for everyone to see how the company needs to adapt to market changes.”

The keys to success



~50% of office staff regularly using Qlik



Full data available each day on thousands of transactions

“We wanted scalability. Our company is growing quickly. Qlik Cloud allows us to become more agile and quickly scale as we grow.”

David Ma, Senior Data Analytics Manager, Hyakunousha International Limited



About Qlik

Qlik's vision is a data-literate world, where everyone can use data and analytics to improve decision-making and solve their most challenging problems. Our cloud-based Qlik Active Intelligence Platform delivers end-to-end, real-time data integration and analytics cloud solutions to close the gaps between data, insights and action. By transforming data into Active Intelligence, businesses can drive better decisions, improve revenue and profitability, and optimize customer relationships. Qlik does business in more than 100 countries and serves over 50,000 customers around the world.

qlik.com



Velocity Business Solutions

Velocity Business Solutions is an industry-leading data analytics company focused on transforming data into actionable insights. It summarizes complex data and presents it in a way that's easy to understand, giving complete visibility into the entire business operations and empowering its clients to make informed decisions faster.

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