# Democratizing Enterprise Data: Analytics, Visualization, & Discovery

A Case Study Optimizing Customer Supply Chain

They say data is the new oil. Businesses large and small are sitting on ever growing reserves of data waiting to be made strategic. The customer, a F10 Subsidiary Company, was looking to leverage real-time supply chain data and help optimize delivery costs and times. To grow e-commerce revenue and customer loyalty, an improvement in delivery costs and times was required with the objective of eventually offering free shipping and same day delivery for a growing number of products.
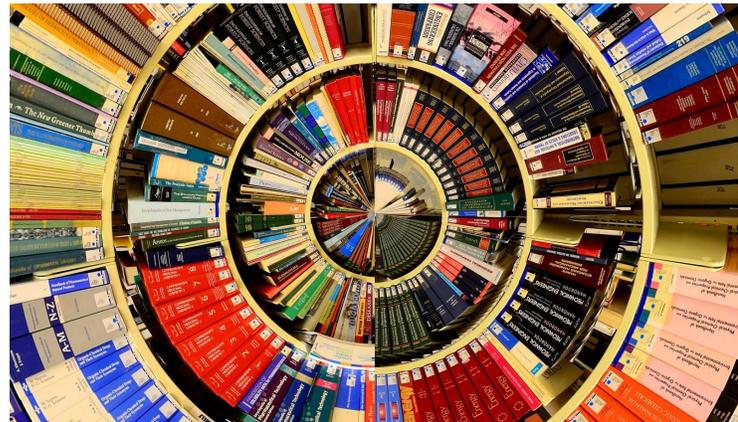
A combined partnership between Newstar and the Customer, resulted in a solution that enabled deeper analytic insights, greater access and visualization of supply chain data, and an on-demand team of data scientists and data engineers bringing speed throughout the data analytics process.

Customer Challenges

Reducing Shipping Costs
The physical movement of goods continues to be a bottleneck for ecommerce. Meanwhile fast and free shipping remains a strong conversion factor and revenue driver.

Predicting Delivery Times
As customers transition online, predicting delivery times and reducing delivery times serve to improve customer loyalty, conversion rates and revenue growth.

Optimizing Inventory
Predicting demand accurately has been a challenge in an omnichannel landscape. An optimized inventory snapshot ensures that both cost and delivery times are as low as possible.