**Woolworths saves $55m with Qlik**

Data activation helps retailer transform its business

**Challenge**

Australia’s largest supermarket chain, Woolworths, faced challenges including scattered databases and complex integration. The resulting poor quality of information made it difficult for Woolworths to address issues such as its price markdown process. Woolworths’ previously generic policy was causing challenges in terms of productivity and lost revenue.

**Solution**

Using Qlik, Woolworths are able to analyze key areas such as customer segmentation, trading hours, expiry dates and sales patterns, and unite all these factors into a single place. Woolworths use these insights to develop store and product specific markdown policies, manage stock rotation for perishable goods, and identify fraud using an exception-based model.

**Results**

Using Qlik, Woolworths can now precisely time price markdowns for individual stores. This has led to a reduction in the number of markdown tickets issued of around 800 per store each week. The process has also improved sales of perishable goods and generated annual savings of around AU$55 million and helped to reduce fraudulent transactions.

“Insights gained through Qlik have given us the ability to view unique customer trends within each store and react effectively to them.”

Damanjit Singh, Process information Insights Manager, Woolworths