VIRTUSLAB

Automated intelligent markdowns for a global retailer

Our client, a global retailer, offers seasonal and end-of-line deals. Therefore, the goods must leave the shelves and the department stores' before the next season starts and new goods are delivered. For this purpose, the retailer introduced a pricing strategy that lowers the prices of the products within a particular time window.

The product managers felt that the markdown strategies were wasting their time. They only wanted to approve or correct these strategies. On the one hand, the teams were over-loaded. On the other hand, to empty the department stores'. Our client's data scientists wanted to create an automated solution.

The Challenge

The data scientists soon realised that they needed help managing this project from start to finish. They also discovered that the production Data Platform required a different skill set, a skill set above and beyond Data wrangling and exploration. The Data Team required a more robust solution, in the form of a data platform that could scale and offer more flexibil-ity. At that point, they turned to VirtusLab.

⚙️ The solution

Virtuslab helped to change the existing Data Platform, by adding new data pipelines and increasing Automation in order to increase efficiency and ROI. From day one our Data Science Engineering team worked closely with our Client and helped to execute critical deliverables. Our team's efforts quickly enabled our client's Data Science team to explore Data more effectively and much faster. The tooling templates and new libraries had been optimised to support this effort. During this process, VirtusLab also provided education to the end clients Data Science team and help them to continue to create production-ready solutions.

⭐ The results

By using the new data platform, the retailer benefited in several ways:

1. **Better quality data through** a sustainable data platform.

2. **More accurate application** of the pricing strategy.

3. **Less waste** in the department stores.

4. **Automated** reporting and alerting.

4. **Gained information** through the creation of a production-ready data platform.

4. **Improved** green sustainability.

The tech stack

/ Etl Component
- Python
- Hadoop
- Spark

/ Modellingg Part:
- Python
- Azure
- Azure Synapse Analytics
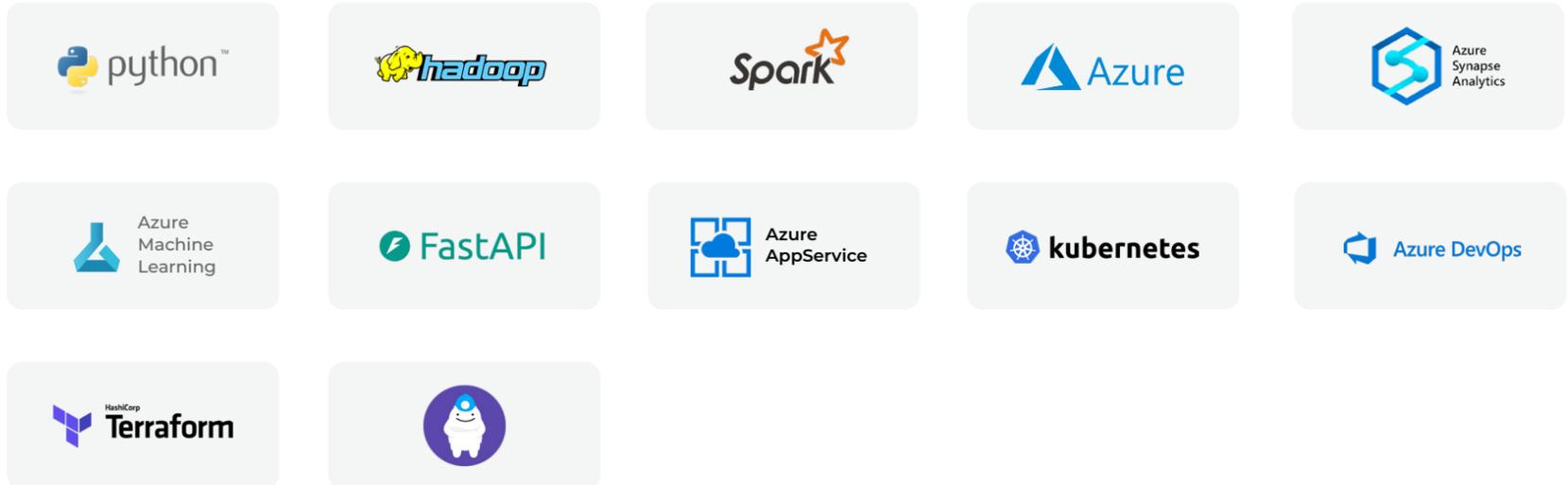- Azure Machine Learning

/ **API**
- Python
- Fast API
- Azure AppService
- Kubernetes

/ **CI/CD**
- Azure DevOps
- Terraform
- Terragrunt

python	hadoop	Spark	Azure	Azure Synapse Analytics
Azure Machine Learning	FastAPI	Azure AppService	kubernetes	Azure DevOps
HashiCorp Terraform				

About VirtusLab

At VirtusLab, we aim to lead in software technology, working consistently to enhance efficiency. Our profound commitment to research and development and a dedicated focus on emerging trends and inspirations fuels an innovative culture. This ethos precisely guides advancing our cutting-edge solutions, inviting collaboration to expand the boundaries of software technology collectively. We welcome you to be a part of this transformative journey.

Let's connect

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