

India | Retail and consumer packaged goods (CPG)

Better insights for Gobi Cashmere with a unified, AI-powered retail data analytics solution

GOBI

Client profile

Gobi Cashmere is a premium cashmere producer based in Mongolia. Founded in 1981, it has become one of the top five vertically integrated manufacturers focusing on cashmere, camel wool and other items. They have six official branch stores located in Berlin, Hamburg, Düsseldorf, Tokyo, Los Angeles, Hong Kong and Erlian, along with 62 franchise outlets worldwide.

Gobi Cashmere's systems operated in silos with multiple data sources, restricting their capability to get consolidated insights to make business decisions with a wider view.

NTT DATA built a unified window for streamlined sales and customer engagement, helping boost sales by integrating with company-wide key performance indicators (KPIs). The platform features real-time data gathering that consolidates data from diverse sources, dashboards and advanced analytics for faster decision-making.

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Your collaboration with Gobi Cashmere has been exceptional. From building a robust data infrastructure (data lake, data warehouse, BI tool) to integrating all data sources on GCP and developing a powerful sales prediction model, your expertise has made a significant impact on our organization.”

Batbileg Purevdorj, Senior Data Analyst, Gobi Cashmere

Business need

Automate processes to improve efficiency and accuracy

Gobi Cashmere faced challenges like:

Data silos and fragmentation

Disparate systems and multiple data sources created isolated data pockets, making it difficult to obtain a unified view of business performance.

Limited data-driven decision-making

Lack of consolidated insights hindered strategic planning, slowing down response times to market trends and customer demands.

Manual and inefficient processes

Heavy reliance on manual data aggregation and reporting led to inefficiencies, errors and delays in decision-making.

Solution

Automating data ingestion and reporting with advanced cloud solutions

We developed a serverless, low-code data platform that streamlines the ingestion and modeling of raw data, transforming it into actionable insights. The solution efficiently orchestrates data model creation to automate report generation and insights, while providing expert consultation on monitoring extract, transform, load (ETL) operations and implementing robust data security best practices.

For ingestion, sources such as ecommerce applications and databases were directly integrated via Fivetran Console/ UI and application programming interfaces (APIs) using Google Cloud Run. In the warehousing and reporting layer, necessary reports were analyzed to determine the required replication layer tables, with resulting queries tailored to the customer's business logic and orchestrated using Cloud Composer. Reporting and dashboarding were facilitated through Looker Studio for KPI visualization, while advanced analytics leveraged BigQuery ML's ARIMA and k-means clustering algorithms for demand forecasting and customer segmentation.

Outcomes

Unified data sources for better collaboration

NTT DATA brings deep expertise in cloud-native data solutions, ensuring seamless integration, automation and advanced analytics for the implementations. With strong proficiency in Google Cloud technologies, we helped Gobi Cashmere build a scalable, secure and efficient data ecosystem.

Our approach focused on end-to-end data modernization, enabling seamless ingestion, warehousing and analytics to drive actionable insights. By implementing automated workflows, we reduced manual effort and enhanced operational efficiency. With a customer-centric approach, NTT DATA delivers tailored implementations that maximize business value and accelerate digital transformation.

Highlights:

Improved efficiency with automation

Reduced manual effort through automation, allowing focus on strategic initiatives and improving efficiency

Enabled collaboration with seamless data consolidation

Unified all data sources on Google Cloud Platform (GCP), eliminating silos and improving collaboration

Enabled data-driven decision-making

Enabled comprehensive insights with a strong data infrastructure

Enhanced sales optimization

Improved forecasting accuracy with advanced algorithms, maximizing revenue

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The automation achieved through your solutions has significantly reduced manual work, enabling us to make data-driven decisions with ease. Your dedication, professionalism and attention to detail have been commendable throughout the project. Without hesitation, we highly recommend NTT DATA to all considering GCP migration for outstanding data solutions and seamless cloud integration.”

Batbileg Purevdorj, Senior Data Analyst, Gobi Cashmere

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