

eCommerce Analytics for Omni-Channel Retail



\$48B

Total Revenue Loss in eCommerce due to Fraud



69%

Cart abandonment rate



86%

Of first time shoppers compare prices from different sellers



2x

More conversion from visitors with search

Empower your e-commerce business with:



Insights Driven Decisions at the Speed of Business

INCREASE

- Revenue
- Conversion Rates
- Customer Retention
- AOV
- ROI of Campaigns
- Seller Performance

DECREASE

- Cart Abandonment
- Fraud
- Delays in Deliveries
- Labor Costs
- NOLA
- (Not Online Available)



BUSINESS IMPACT

Based in Santa Monica California, Washington DC and Istanbul, OBASE is an information technology solution provider, a software development company and a system integrator which is experienced in 'Analytical Solutions' and 'Scientific Retail Solutions'. OBASE is a leading and multi-award winning software solutions, services and consulting company that has been serving Retail, Telecom, Transportation & Logistics, Finance, Manufacturing, Government, and Pharmaceutical industries for over 27 years. With over 2 decades of market focus and expertise, Obase is partner of Microstrategy with a rich team of talented consultants and certified engineers. Obase supports its clients maximize the value of their data through tailored solutions and provides "Pre-Packaged Business Intelligence Solutions" and "Scientific Retail" solutions built on MicroStrategy for Retail, Telco and Airlines industries as one of the oldest MicroStrategy partner over 20+ years. The data model, ETL, reports and dashboards are engineered to provide clients the best outcome and solutions, optimized for their organization.



SCAN ME

YOUR KNOWLEDGE BASE
obase

A Brand New Perspective to eCommerce Analytics



Understand

Deeper understanding of customer behavior



Monitor

Smarter, scalable, automatic way to monitor our KPIs



Forecast

Improve the sales forecast and determine high-value targets



Optimize

Optimize product planning, sourcing, fulfillment, delivery & returns by predicting demands



Manage

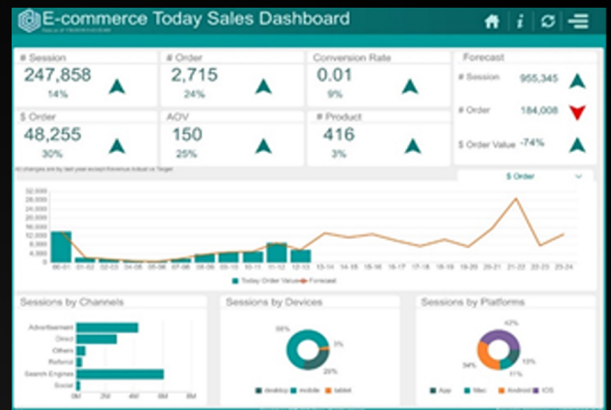
Make data-driven decisions, manage pricing in real-time, enhance business intelligence

Obase eCommerce Analytics solution is developed on streaming data with predictive analytics capabilities, employing big data principles and tools, marrying with **MicroStrategy**

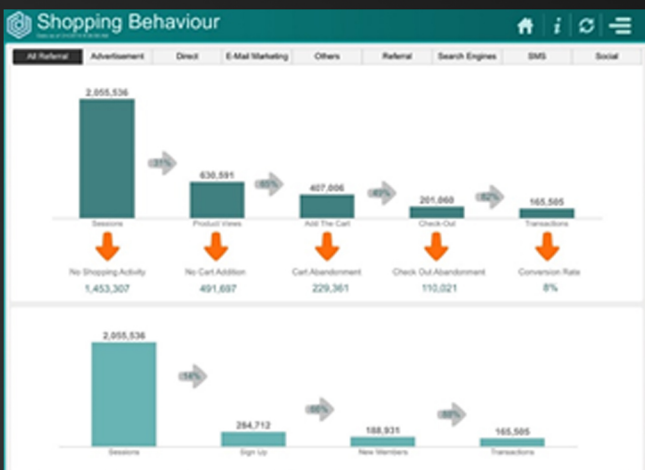
Management Dashboard



Real Time Monitoring & Prediction on Big Data



Shopping Behaviour Funnel



No Shopping Activity, No cart addition, Cart Abandonment, Check out Abandonment, Conversion Rate

Social Media Engagement



Channels, Sessions, Orders, Mentions, Likes, Followers



SCAN ME

