

# BI for Fashion

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What is BI and how can BI be used in the fashion industry and find more and more optimization. Due to the dynamics in today's competitive markets, the fashion industry is under pressure to act efficiently. Transparent and measurable key figures from areas such as sales, logistics and customer service are crucial for this. Business intelligence (BI) helps to collect this data, prepare it and use it to make the right decisions. This company seminar shows which key figures make sense for different business areas, how a successful BI project can be implemented and how AI can further increase efficiency in the future.

## + Target group

Management/management, those responsible for IT, logistics, customer service, sales, project managers, business development – everyone who is interested in key figures and business intelligence solutions.

## + Customization

Together, we adapt the agenda to the needs of your company – both in terms of duration and content. You also have the choice of whether you want to hold the seminars on site or conveniently online.

## + Agenda

### Welcome and introduction

#### Determining the current situation: BI in the fashion industry

- + Introduction and definition: BI in the industry
- + Assessment of the current situation, reporting and BI of your own company in general and on the industry

#### Potentials and Essays of a Data-Driven Company

- + What is a data-driven company and how can a transformation work?
- + Why embed BI and analytics in the company
- + Reporting, dashboard and key figures for the individual business units - what is there, what would make sense in the future

#### What can BI and data environments look like

- + Compare Cloud vs. OnPrem
- + BI as a target image in one's own company – what could this look like optimally?

#### BI project: How does it work?

- + Goals and requirement profiles
- + Essay and implementation with project organization
- + Ensuring successful implementation and data quality
- + Do's and don'ts in a BI project
- + Where are the optimal project approaches in your own company?

#### Feedback and joint exchange



# Contact

... we look forward to hearing from you:

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