



"My Colleagues are able to establish their reports and analyze without special knowledge in IT."

Julien de Perrot, Analyst, LeShop

LeShop.ch started in 1998 in the – then very new – sector of e-retailing and is the market leader in Switzerland. Now it belongs to the Migros cooperative which is the Swiss leader in classical retailing with 25.75 billions CHF turnover in 2008. In 2008, LeShop.ch had a turnover of **112 Millions CHF and achieved a 21% sales growth** compared to the prior year.

To manage this growth and optimize its operations, **CPM had its importance**. Through the ongoing implementation and use of **ProClarity and Microsoft Analysis Services**, since the beginning and all across LeShop's departments, **business users had direct access to relevant data**.

The system allows users to access data stored in a multidimensional structure called "cube". The "Dimensions" from this Cube enable the users to select the data they are interested in. Users can also choose to start from a predefined view, and dive into detail using the dimensions.

This way LeShop users can very easily browse the data, identify potential problems and solve them. Users can also create their own reports and listings, such as a list of customers who bought a specific product in the last 3 weeks.

As an example, in 2006 LeShop focused on **reducing waste**, the proportion of goods which, having passed their freshness date, need to be thrown away at the end of the day. By monitoring indicators daily, LeShop attained only 0.3% waste, which is a lot less than a conventional supermarket.

Another Key Performance Indicator (KPI) at LeShop was **customer satisfaction**, trying to reduce the number of picking errors to a minimum. Across years of hard work, the errors were reduced to less than one in a thousand lines picked!



LeShop.ch customers **saved 825 tons CO2** during the last 12 Months by shopping online (August 2009).

Monitor and improve this KPI by opening an eco-account on www.leshop.ch!