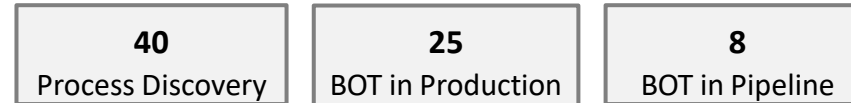
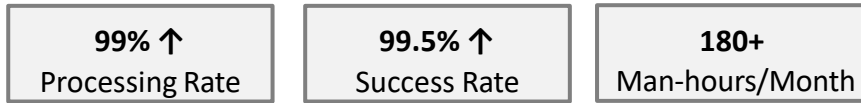


# Case Study: E-commerce Discounting



Discounting prices of products is important to business as it not only attract more customers, but also improve sales of slow-moving products

## Challenges

- Client deals with a large inventory of products and data sources are multiple, which takes lot of times and resources to consolidate and take action.
- Manual efforts are put on duplicate Tags creation for the Logics and Regeneration of the Outcome.
- E-Com Department invest lot of hours in generating data, data preparation, manipulation and work manually on creating discounts.

## Solution

- Setup RPA Solution, to enable an error-free and scalable solution which is capable of Data Extraction, data massaging and performing complex logical and mathematical operation to calculate E-com Discount percentage for client.

## Benefits

- Readily available data to all stakeholders in real time enables
- More time for analyze and changes, if needed
- Impact the overall TAT of process & reduced manual efforts

