



Thunderbox turns Bunnings retail data into insights driving business success



Thunderbox uses **Retail Suppliers** solution on **Inphinity** app store to **analyze point-of-sale data from Bunnings** and use them to efficiently manage sales and inventory of their products.

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INDUSTRIES

*“The Inphinity app is fantastic. The platform is easy to navigate and the customer support has been outstanding. **Highly recommend to help drive your business success.**”*

- Ben Kissel, Operations Manager
at Thunderbox Industries

Solution overview

Industry

Manufacturing & Wholesale

Focus

Manufacture and distribution to retail

Country

Australia

Challenges

Very limited ability to analyze POS and stock data from retail stores. No easy way to manage stock in individual stores and prevent lost sales

Solution

Retail Suppliers solution on Inphinity app store features connector to Bunnings weekly spreadsheets, transforms the data and provides set of dashboards running on Qlik Sense technology, enabling users to get necessary information quickly and effortlessly

Data Sources

Weekly POS data from Bunnings Warehouse in Excel spreadsheets

Thunderbox Industries

Thunderbox Industries is an Australian owned company that has become over the last 15 years **the largest toolbox manufacturer in Australia**. Employing over 80 people, all Rhino Branded Toolboxes are proudly made in Australia and are available at Bunnings Warehouse nationally.

Efficiently managing product sales via more than 300 Bunnings stores across Australia and New Zealand requires quick and easy access to stock levels and ability to analyze sales trends based on point-of-sale data. This is only possible using the best technology. Thunderbox uses **solution for Retail Suppliers on Inphinity app store that leverages power of Qlik Sense data analytics platform**.



Key Needs

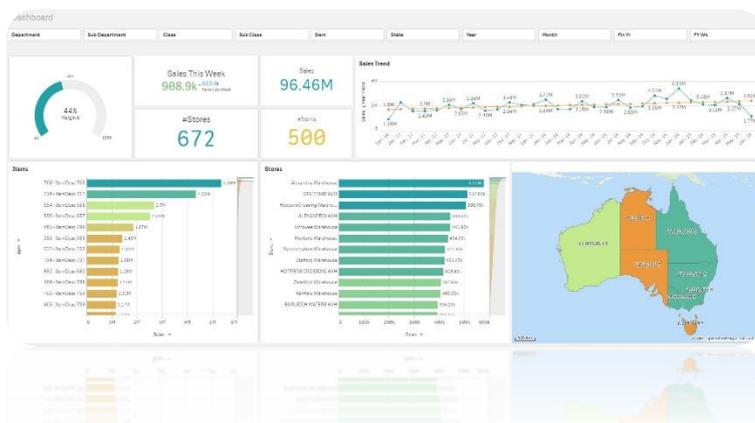
Thunderbox needed effective way to **analyze what has been sold in Bunnings stores over time**. The data from Bunnings is being delivered in weekly spreadsheets and the volume of data is too big to analyze in Excel. Four-year history of data represents over 200 spreadsheets, each containing thousands of transactions from the Bunnings stores all over Australia.

This data is critical not only from sales perspective, but also for supply chain and stock management.

The main need was to have the ability to slice & dice the data, drill down to details and have it available anywhere on a mobile device, ideally without having to go through costly implementation process.

Advantages

- Easy self-service setup at **no initial cost**
- **Cloud-based** with **subscription** pricing model
- Excellent speed & analytical power thanks to underlying **Qlik technology**
- Available on **mobile** devices



“Product that is not sitting on the shelves simply can’t be sold. It is our job to make sure all the stores have enough stock and the right amount of stock available, to maximise sales opportunity. **Having this data available at our fingertips is absolutely crucial.**”

– Ben Kissell, Operations Manager
Thunderbox Industries

Solution

[Retail Suppliers application](#) is a data analytics solution developed by EMARK Analytics for any businesses selling their products via retail channel. It is currently complemented with pre-defined data connectors for Bunnings and Mitre-10 in Australia and more retailers are to come. The whole solution is **cloud-based with no initial setup cost**, there is only the price of the subscription. **The TCO is significantly lower than the market leading competitor.**



“The setup was incredibly easy. We put all our spreadsheets on Dropbox, signed-up to Inphinity platform, picked the app we wanted and followed the instructions to feed our data to the dashboards. The result was outstanding! We subscribed right after expiration of trial period for a fraction of competitor’s price.”

– Ben Kissell, Operations Manager at Thunderbox Industries.

Thunderbox has now **insights into sales and inventory** available at their fingertips anywhere, anytime. They get answers to questions like:

- ✓ What’s my best-selling product?
- ✓ Where is it selling best?
- ✓ Which stores are out of stock for which products?
- ✓ What is optimal stock allocation?
- ✓ What products are NOT being sold & in which stores?
- ✓ What’s the sales forecast based on historical trend?

Benefits

- Prevention of lost sales
- Significant time savings
- New sales opportunities

Business value & Benefits

The solution was deployed at the end of 2019 and today, the tool is being used mainly by operations manager and sales reps who need relevant information in the field. It saves time, improves decision-making and overall effectivity.

The TCO of market leading competitor is significantly higher

“It saves us tremendous amount of time as the tool quickly responds to applied filters and

highlights issues in individual stores. This is very important because we only have limited time in each store to decide on our actions.” - Ben Kissell, Operations Manager at Thunderbox Industries.

In addition, being able to look at all historical data from various angles, helps to **understand behavioural patterns of consumers** and **identify new opportunities**, which may be critical especially in uncertain economic situation we’re facing at 2020.

Technology

The dashboards are part of the Retail Suppliers application **deployed on cloud-based platform [Inphinity app](#)**. The platform is an ‘app store’ for many other data-analytics solutions. Its main advantage is simple deployment and the fact that it is supported by world’s leading data analytics technology **Qlik Sense**, enabling exceptional data exploration, excellent performance and unique AI-driven associative insights.



Future

The solution is currently customizable on dashboards level; it means that users can create their own reports using existing data only.

Next step is to bring in internal data from ERP system, mainly purchase orders and warehouse inventory. This will allow users to analyze Bunnings POS data in full business context which translates into better insights and faster decision-making.

