

A photograph of a Sephora store interior. The background shows shelves stocked with various beauty products, including lipsticks, eyeshadows, and foundations. A large, illuminated 'SEPHORA' sign is visible at the top of the store. In the foreground, there are promotional displays for 'Blat Bon D.' and 'CREAM LIP STAIN'. The overall lighting is warm and focused on the products.

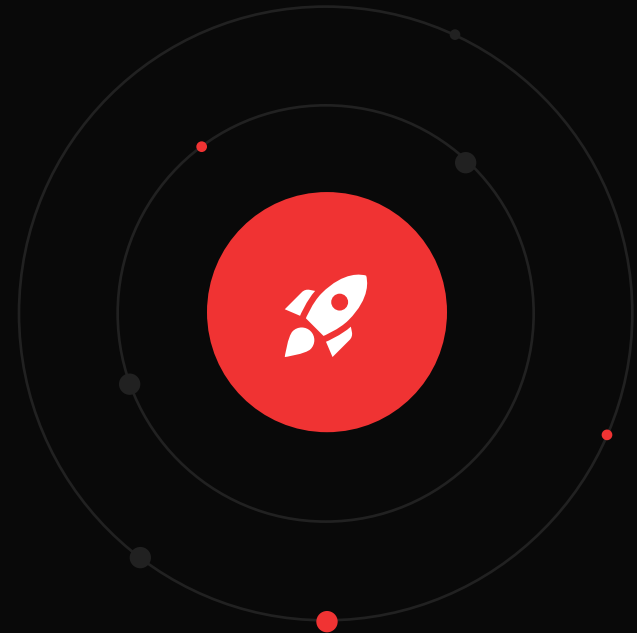
SEPHORA

Sephora is a multinational luxury retailer of personal care and beauty products with 2,700 stores in 35 countries worldwide. Sephora has > 340 brands in portfolio. The company turnover is over \$10 billion.

Challenges

Lack of scalable, unified, and coherent approach to competitive intelligence across 9 countries.

Limited understanding of specific competitors' competitive advantage with incomplete view on shelf vs coupon price as well as customer sentiment analytics.



Project goals

- ✓ Enhance the company's competitive advantage in 9 countries with an eventual goal of **scaling the service to all markets** where the company operates without any pitfalls appearing due to scaling the amount of data delivered.

Solution

- ✓ Build competitive **approach for 2 countries on POC** and scale to 9 countries on Rollout;
- ✓ Custom scrapping logic was developed covering multiple coupon code scraping and minimum price calculation **as well as shelf price**. **Additionally, information on reviews and ratings was delivered.**

POC results

POC scope

Coverage: 2 countries, 2 direct competitor websites

Duration: 1 month

POC success criteria

- ✓ Delivery of both shelf and coupon prices by set time
- ✓ Matches quality
- ✓ Data delivery quality
- ✓ Frequency tracking of price changes by specific competitors on specific SKUs

POC results

- ✓ 97 500 data points delivered with both shelf and coupon prices according to set schedule
- ✓ Matches quality - 98%
- ✓ Data scraping quality - 99%
- ✓ Data points on specific competitors were delivered in near real-time up to 20 times per day;

Rollout after successful POC

Rollout scope:

- ✓ Scope: increased from 2 to 9 countries
- ✓ Covering 17 direct competitor websites in addition to 4 marketplaces

Monthly results:

- ✓ Monthly data points delivered from direct websites competitors - 2 951 627
- ✓ Monthly data points delivered from marketplaces - 633 729
- ✓ Datapoints are delivered within 98% SLA



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challenges as our client?**

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