

# SEPHORA

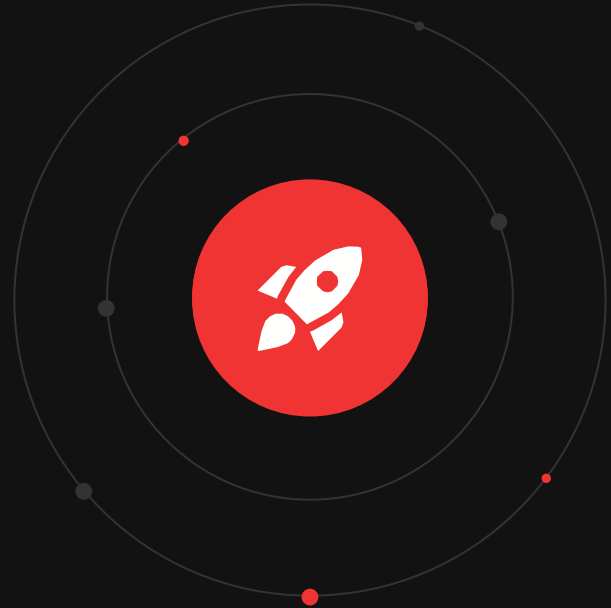
Sephora is a multinational luxury retailer of personal care and beauty products with 2,700 stores in 35 countries worldwide. Sephora has > 340 brands in portfolio. The company turnover is over \$10 billion.



## 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

**Goal:** Compare Competera with another provider and find the best solution

## 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