Business Analytics as a natural part of IKEA's performance culture.

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TO CREATE A BETTER EVERYDAY LIFE FOR THE MANY PEOPLE
It all began in Älmhult – the heart of IKEA!
Elmtaryd

Elmtaryd is the farm where Ingvar grew up, and where he opened his first business.

Ever wondered how we got our name?

Ingvar Kamprad
Elmtaryd Agunnaryd
The business idea

Offering a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them.
Culture and values

The IKEA values are the heart and mind of the IKEA culture

It inspires, challenges and empowers us to be the best we can be – to work together, to lead by example, to find better ways forward and to get things done
963 SUPPLIERS
34 HOME FURNISHING CATEGORIES
43,000 ARTICLES
11,200 NEW & IMPROVED ARTICLES
9,300 UNIQUE PRODUCTS
22 HOME FURNISHING BUSINESSES
49 MARKETS
389 STORES
2,1 BILLION WEB VISITS
915 MILLION STORE VISITS
3,8 BILLION PIECES SOLD FY16
36,4 BILLION EUR TURNOVER FY16
WE ARE ON A JOURNEY
A PERFORMANCE CULTURE
DRIVE FACT BASED BUSINESS DECISIONS THROUGH BUSINESS ANALYTICS
UNDERSTAND AND LEARN FROM THE PAST
MEET REALITY TODAY
MOVE INTO THE UNKNOWN FUTURE
ACCESS TO THE RIGHT SOLUTIONS & TOOLS
AT THE RIGHT TIME
BUILDING THE RIGHT COMPETENCE AND MOTIVATE TO ACTION!
BI-TOOL PORTFOLIO

IBM Cognos

QlikView®, Qlik Sense®, Qlik Nprinting™

MS Access/Excel

Centralised/Controlled

Decentralised/Autonomous

Static Reports

Interactive reports/Dashboards

Ad-hoc Query

Data Discovery

Rapid Prototyping

Data Dump

Model from Gartner
BI SOLUTIONS

Strategic Direction

125 apps

Tactical/Operational

Dashboards on KPIs vs Goal

Growth & Profitability

Cost

Range & Positioning

Sustainability

Quality

Availability

Project Portfolio

Demand

Need

Capacity

Inventory

Order

Delivery

Finance

Monthly on Range & Supply

Frequency & Scope

Daily/Article/Store/Supplier
4000 users in IKEA Range & Supply

Our users are ranging from the casual users to the very advanced users.

Weekly sales and availability is shared with all IKEA Co-workers through a Retail Performance Portal, accessible to 175 000 users.
80% OF OUR USERS ARE SATISFIED
PERFORMANCE CULTURE IN REALITY
“At IKEA the products and services are easy to compare, find, buy and they are available when I want”
MONITORING OF THE SUPPLY CHAIN

- Supplier Scorecard
- On time delivery
- On shelf availability
- Sales vs supply Report
- R&S Dashboard
creating the right pre-conditions for IKEA suppliers to take full responsibility for their performance and followup on their goals.

We will roll out a mobile application during May accessible via IKEAs Supplier Portal that will deliver latest business performance vs goals.
ON TIME DELIVERY

The goods needs to be received at end receiver on time

Reflects how well all actors along the value chain together manage to execute the plans
ON TIME DELIVERY

Sender perspective, are the orders sent on the original wished dispatch date

Logistics perspective – do the orders fulfil their planned logistic time sender to receiver

Supply chain perspective – Are the orders received at end receiver on time.
ON SHELF AVAILABILITY

We measure if the average sales per customer is available in the sales location at the closing of the check-outs.
ON SHELF AVAILABILITY

We measure daily and visualise an overview down to store and article level. Easy to detect what has the greatest impact, as well as shortage cause.

This app is available to all co-workers in IKEA (approx. 175 000)
SALES AND SUPPLY REPORT

Visualising and steering a balanced business together through Sales & Supply planning, across critical dimensions of a business, all the way from sending the product from our suppliers to selling it to the customer.

Report is part of Range & Supply Dashboard.
LEADING FROM THE FLIGHT TOWER

being able to see the full picture of the business in as real time as possible.

We will roll out a mobile application during May that will deliver latest business performance vs goals both to our co-workers and our suppliers.
KEY SUCCESS FACTORS
WITH OUR BI PLATFORM
FASTER TIME TO MARKET
MORE AGILE TO BUSINESS NEEDS

RÅSKOG
Trolley
€49
IKEA 365+
Mug, 24 cl
€1,99

REDUCED MANUAL WORK
REPLACED HUNDREDS OF REPORTS WITH ONE APPLICATION

RÖDTOPPA
Quilt, 200 cm x 140 cm
€29,99
“DEMOCRATIC BI”
SELF-SERVICE ON A GOVERNED FRAMEWORK
LOWER COST
BETTER PERFORMANCE

JANINGE
Chair
€35,00
ANSWER MORE QUESTIONS
UNDERSTAND THE BUSINESS BETTER
ENGAGE AND COMMUNICATE
COORDINATE AND DEVELOP
WHAT WE WANT, WE CAN AND WILL DO. TOGETHER.

Ingvar Kamprad
Testament of a furniture dealer 1976
3
THINGS TO REMEMBER
START SMALL
THINK BIG
BUILD FROM YOUR STRENGTHS
FIND YOUR KEY TO SUCCESS
OUR KEY TO SUCCESS

CULTURE & VALUES

EXPERIENCE

BUSINESS ANALYTICS

RIGHT COMPETENCE

RIGHT TOOLS

PEOPLE & PASSION