

[ART OF FOOTBALL]

Fashion | eCommerce | Shopify



Case Study



2023

Art of Football are a UK fashion brand focused on football culture. They have a large eCommerce business and collaborate with global sporting organisations and icons.



eCommerce



Art of Football is an ecommerce fashion brand selling a wide range of products exclusively online. The only physical presence they have is in the form of their design and marketing studios and a production unit where products are manufactured. AOF had more than 2000 products on their online shop including prepared and print-to-order designs, effectively splitting the business into two completely different setups, but all controlled with sales and data collected on ecommerce platform Shopify. Their design, marketing and branding are a very high standard, resulting in high brand engagement, but to support such rapid expansion of their business they required detailed and automated software and data analytics support in order to scale operations. This has been provided by Loncom Consulting.



13.5h a day saved on manual work with automations



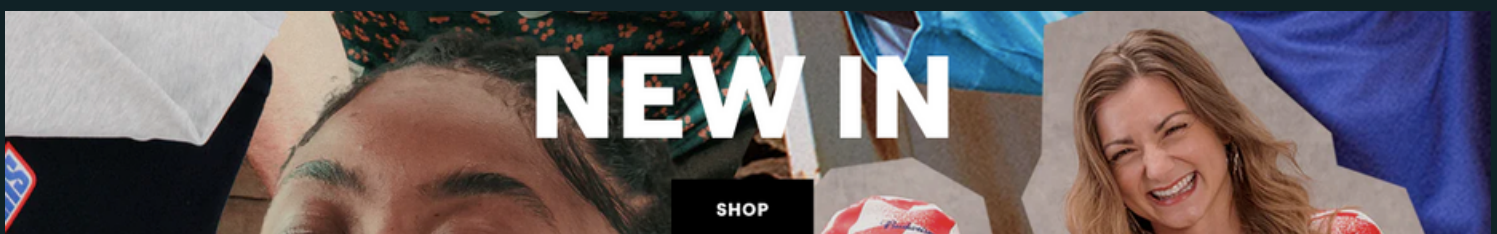
Supported 76% growth in revenue in 2022 with better systems and stock control



£117,024 more revenue generated through cost analysis savings



£100 saved a day on average through matching returned print-to-order stock with new sales

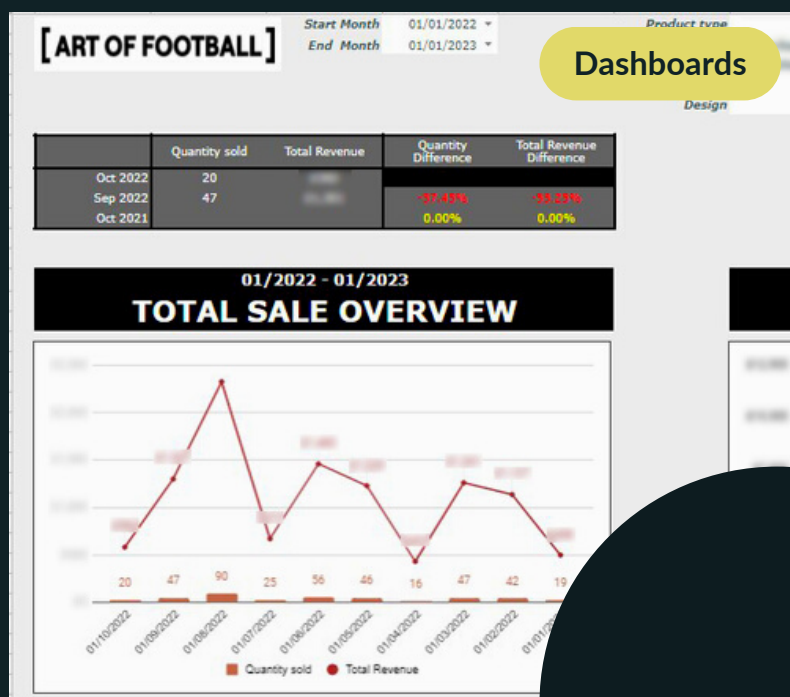
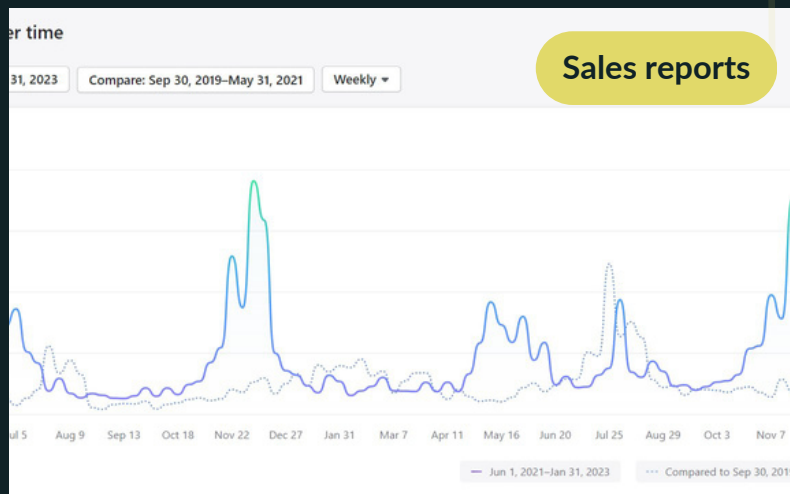


Insights

Challenges

As a company mainly focused on creative value there was a lack of internal data infrastructure, analytics and data reporting. Areas of priority were production and marketing ROI, so the initial challenge was using the single source of data (ecommerce platform) and shape it to each departmental need. The business has experienced exponential growth without upgrading their systems which resulted in various missing data and irregularities.

The goal was to provide AOF with fully automated systems and data analytics reports to improve decision making and make operations faster and more efficient.



Solutions

The initial solution was to build various reports for AOF to accurately reflect the state of their ecommerce platform, sales and customer behaviour.

As the company had more than 2000+ products and more than 30,000 variants in size and colour of garment, managing this manually was an impossible task, so standardisation of products was introduced as a solution and with help of data reporting, we have identified all irregularities which ranged from misspelt product titles to missing weights.

Upon the completion of the data cleanup, systems could be built on top of the data infrastructure. Systems avoiding any manual work were created for each staff member of AOF to allow them to work more efficiently and meet their personal KPIs. A stock control system has been put in place to control the stock purchases and sales in one central place. Additionally packaging rules were set to also control the packaging inventory as Shopify was unable to track it on the platform.

Data Analytics | Digital Systems
eCommerce | CRM | ERP | PMS | Channel Manager



AOF x Loncom

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