



Microsoft Dynamics & Retail Optimization Case Study

Client: Dollar Tree Stores | Chesapeake, VA

Role: Project Manager

Duration: March 2020 – April 2022

✦ Led a \$70M+ enterprise project portfolio across 300+ retail locations focused on optimizing inventory, digital operations, and customer experience. Integrated SAP ERP, AI-driven merchandising, and store layout redesigns to maximize ROI and operational efficiency.

Visual Callouts/Stats

- 💰 98% Portfolio ROI
- 💵 15% Cost Savings
- 🛒 18% Increase in Sales
- 🔄 12% Customer Retention Lift
- 📦 10% Reduction in Stockouts
- ⚙️ 20% Efficiency Gain

Tools Used

|SAP ERP| |AutoCAD| |AI Analytics| |Power BI| |Agile| |Asana| |SQL| |Omnichannel Retail|

✓ PAGE 2 – Project Details

✦ Section 1: Scope of Work

- Oversaw 48 enterprise-level projects across merchandising, supply chain, and operations
- Integrated SAP ERP & AutoCAD for data-driven store planning
- Managed Family Dollar renovations and Dollar Tree Plus expansions
- Used Agile/Waterfall frameworks to manage compliance and speed
- Aligned cross-functional teams (construction, IT, field ops)

🚧 Section 2: Key Challenges

- Complex multi-store rollouts with diverse project types
- Balancing physical layout changes with digital upgrades
- Coordinating vendors, timelines, and internal approvals
- Maintaining consistent brand/customer experience during transitions

📈 Section 3: Results

- 98% average ROI
- 15% cost reduction
- 18% increase in omnichannel sales
- 12% rise in loyalty-driven customer retention
- 10% fewer stockouts using demand forecasting
- 20% improvement in team efficiency

🔧 Section 4: Skills & Tools

SAP ERP · AutoCAD · Agile/Waterfall · Microsoft Power BI · Google Analytics · BOPIS Fulfillment · Inventory Optimization · CRM Strategy · Asana · SQL · A/B Testing · Retail Systems · Loyalty Programs · Predictive Analytics

📎 CTA Section

Want to learn how I delivered \$70M+ in value?

Contact Us

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