

STARK CONSULTANCY

Custom Automations, Control Towers & Dashboards

Shopify, your WMS, and every logistics aggregator — unified into one platform where Ops, Warehouse, CX, and Logistics work from the same numbers.

6

VERTICALS
COVERED

20

WORKING EXAMPLES

<2 min

DATA REFRESH

AWS/Local

DEPLOY TARGET

Rohith S · rohithsakkavarathi@gmail.com · +91 73389 13707

Every figure in this catalogue and every live demo runs on synthetic sample data.

WHAT'S INSIDE

One connected system, not five disconnected tools

Every build starts from the same idea: pull your storefront, warehouse, and logistics data into one platform, give every team the exact slice they need, and automate the alerts and follow-ups that used to depend on someone remembering to check a spreadsheet.

VERTICALS

6

EXAMPLES

20

REFRESH

<2 min

DEPLOY

AWS/Local

— One pane of glass

Shopify/OMS, WMS, and every logistics aggregator's data unified in a single tool — no tab-switching to piece together what happened to an order.

— TAT & fulfillment analytics

P50 / P90 / P95 turnaround-time percentiles per warehouse, fulfillment-rate trends by brand, channel, and location.

— Cross-functional workflow

Role-based access, assignment, transfer, escalation, and follow-up — warehouse, logistics, ops, and CX on one queue.

— Custom alerts, your rules

Email, Slack, or WhatsApp the moment a threshold you define is crossed — SLA breach, stockout, COD mismatch, wage anomaly, whatever matters to you.

— Courier & logistics intelligence

Courier partner performance scorecards, NDR and RTO tracking, logistics TAT by warehouse and courier.

— Resilient, self-healing data

Multi-source ingestion with API/email/file fallbacks, incremental syncs, and scheduled reconciliation.

SIX WAYS I BUILD THIS

Same core idea, shaped for how each business sells

FLAGSHIP BUILD

D2C Control Tower

Multi-brand, multi-storefront order-ops command center — Shopify, WMS, and courier data in one tool.

Built for: Multi-brand D2C groups · OMS/Shopify sync, TAT analytics, escalation workflow

NO PLATFORM NEEDED

Google Sheets Automation

Apps Script data pulls, automated reconciliation, and Looker Studio dashboards for teams not ready for a full platform.

Built for: Teams pre-platform · Apps Script, Sheets API, Looker Studio

SINGLE STOREFRONT

B2C Control Tower

Order-to-doorstep visibility, returns tracking, appointment/fill-rate tracking, and CX-linked support for one brand.

Built for: Single-brand D2C · Order tracking, returns, fill-rate, appointments

MINUTES, NOT DAYS

Q-Commerce Control Tower

Dark-store inventory, demand forecasting, and SLA tracking built for 10–15 minute delivery windows.

Built for: Quick-commerce networks · Demand forecast, SLA timers, rider scorecards

FC-LEVEL, MULTI-BRAND

Warehouse Ops Control Tower

Inbound, Outbound, Cycle Count, and Returns tracked at the FC level, across every brand and order type.

Built for: Multi-brand FCs · Dock-to-stock KPIs, cycle count, returns grading

OFF-ROLL WORKFORCE

Warehouse HRMS

Onboard, track attendance, run payroll, and control WMS access for vendor-supplied workers.

Built for: HR/Ops teams · Attendance, payroll, WMS access lifecycle

WHERE THIS FITS

Control Tower vs. Looker Studio vs. your OMS vs. building it yourself

The four ways teams solve this — and why most end up here.

	Control Tower	Looker Studio	Your OMS	In-house
Full visibility	● Orders + warehouse + courier, one view	● Reports only	● Orders only	● Depends on your team
Takes action	● Alerts & tickets, built in	● No — view only	● Rarely	● Only if someone builds it
Fits your process	● Custom-built around your workflow	● Limited to what you can pull in	● Locked to the vendor's model	● Custom — but fully on you
Cost to run	● One build, low upkeep	● Hidden data-engineering cost	● Recurring license fee	● Full-time engineers

HOW THE ENGAGEMENT WORKS

Week by week, start to handover

Typical timeline for a flagship build — shorter for a single-storefront or Sheets-based build.

1

WEEK 1

Discovery & scoping

Map order-to-fulfillment flow across every brand/storefront, audit data sources, agree success metrics.

2

WEEKS 2-3

Data & pipeline

Connect OMS, WMS, and courier feeds; build the reconciliation and sync logic underneath.

3

WEEKS 3-5

Build

Dashboards, order-detail views, and automated alerts wired to real data, not mockups.

4

WEEK 6

UAT & iteration

Your ops team runs real scenarios through it; edge cases get fixed before go-live.

5

WEEK 7

Handover

Training, documentation, and a clean handoff — plus an optional support retainer.

AFTER GO-LIVE

Run & support, once it's live

Care — Keep it running

- Bug fixes and uptime monitoring
- Monthly health check on data pipelines and jobs
- Email support, response within 2 business days

Grow — Keep it improving

- Everything in Care
- A monthly bucket of hours for new reports, alerts, and automations
- Priority response, next business day

Embedded — Keep it evolving fast

- Everything in Grow
- A standing weekly sync
- Same-day response on anything critical

Cloud-managed or self-hosted — same tool, your call

— Cloud-managed (AWS)

ALB + containerized EC2, RDS (Postgres), S3 + Lambda + EventBridge for ingestion, IAM/KMS/Secrets Manager/CloudWatch for security and observability.

— Self-hosted (Docker, any server)

Nginx, Gunicorn-served Flask/Django app, Postgres + PgBouncer, Airflow for scheduled ingestion, Redis + Celery + Flower for background jobs — one Docker Compose file.

— Cloud-agnostic by design

The same modular pattern adapts to GCP, Azure, or a Databricks-based pipeline — the application and data layer don't change, only where they run.

— API / webhook integrations

Shopify, Increff, Unicommerce, and every major courier connect via API or webhook — built to fit the stack you already run.

— Resilient, self-healing data

Incremental syncs, scheduled reconciliation, and API/email/file fallbacks — one integration hiccup never stalls the whole pipeline.

BEFORE YOU COMMIT TO ANYTHING

See it built on your own data

Every demo in this catalogue and on the live site runs on synthetic sample data. Send yours — even a messy export — and I'll build a working, interactive dashboard using your actual numbers and your stated requirement, before any commitment.

1

STEP 1

Send your sample data

A messy Excel export, a CSV dump, a screenshot of a report — whatever you've actually got.

2

STEP 2

Tell me what you need

The one thing you want to see, track, or get alerted on. A line or two is enough.

3

STEP 3

Get a working dashboard back

Built on your actual numbers, not a generic template — see it before you commit.

GET IN TOUCH

Let's talk about what this looks like for your operation.

Rohith S — Stark Consultancy

rohithsakkaravarthi@gmail.com · [+91 73389 13707](tel:+917338913707)