CASE STUDY

How amazon improved store rollout by 15%

RIDASH

About Amazon

Amazon is the world’s most innovative technology and e-commerce marketplace company, known for its obsession with customer experience and operational excellence. In India, Amazon operates a large and rapidly growing fulfilment and logistics network, enabling millions of deliveries every day. The company continually expands its physical infrastructure to support faster delivery, deeper market penetration and faster delivery.

To strengthen its quick commerce capabilities, Amazon is building a nationwide network of Dark Stores. What are Dark Stores? - A high-efficiency micro-warehouses placed in high demand zones designed to enable quick deliveries. These stores must be constructed, standardised, and launched at exceptional speed to keep pace with growing market and quick commerce in metro and Tier 2 cities across India.

Location

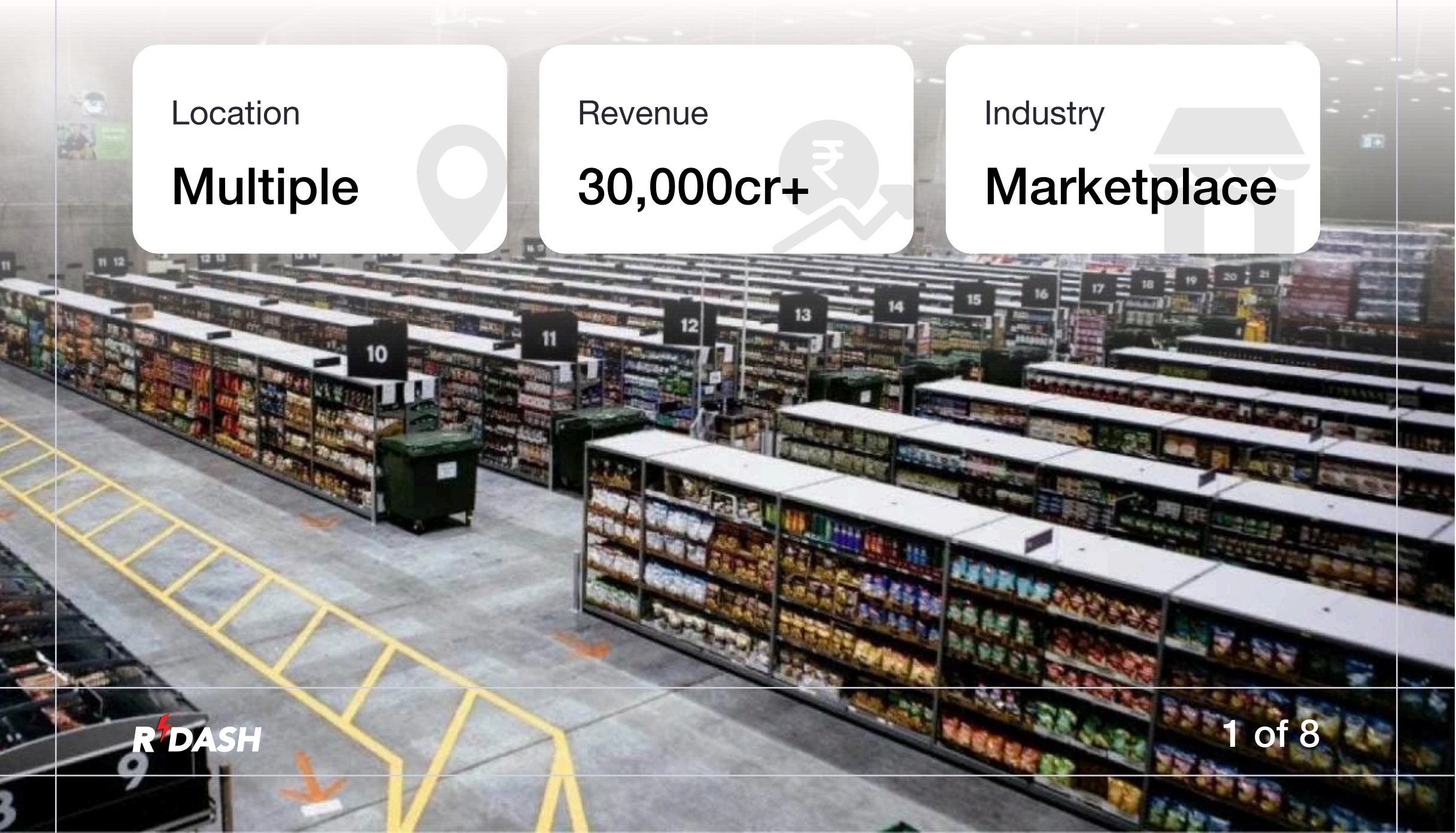
Multiple

Revenue

30,000cr+

Industry

Marketplace



Industry Challenges

Quick commerce has transformed customer expectations, pushing delivery times from days to hours and now even minutes. To deliver on the promise of 10 minute fulfilment, companies build dense networks of Dark Stores positioned close to high demand pockets across the city. The operational thumb rule is simple: every location must be reachable within 8 to 10 minutes.

This aggressive scale brings intense execution pressure. Dozens or sometimes hundreds of Dark Store projects run in parallel across cities. Consider them as retail outlets but with access only to limited individuals. Each one requires rapid construction, standardised layouts, fast approvals and seamless coordination between multiple teams. Every project is a 30 to 45 day sprint with almost no room for delays.

These projects are owned and managed by the Projects Team. However, since Dark Store construction is an operational requirement for the business and not a revenue generating activity like it is for a construction company, the Projects Team often has to work with tighter budgets, faster launch targets and multiple internal dependencies. This increases the pressure on timely updates, constant communication and clear visibility across all active sites.

Delays in updates or lack of real time information often lead to cost overruns and slower launches. A single day of delay directly affects the company’s ability to serve customers, fulfil demand and generate revenue.

Amazon needed to move faster and saw a need of a tool to unify all teams

As Amazon scaled its Dark Store, the project team was handling an unprecedented volume of parallel sites. Traditional tools like spreadsheets, emails and chat groups could not keep pace with the velocity and precision required for 20 to 40 day store readiness cycles. They had more than 25 stakeholders collaborating to complete over 10000 activities for a single project.

The team needed a platform that could centralise every update, approval and site milestone in real time. They also needed a way to standardise execution across hundreds of stores, track progress at an activity level and identify delays before they impacted the launch timeline. Manual reporting and tracking of 10000+ activities for a single project created blind spots, and the absence of a single source of truth made it difficult to manage budgets, monitor contractors and maintain consistency across cities.
A specialised tool became essential because Amazon’s scale required a system that could think and move at the same speed as its Dark Store rollout. RDash provided the structure, visibility and control needed to manage high velocity construction with accuracy and confidence.

> We were scaling rapidly. But to improve our efficiency and project reporting we needed a solution, and we needed it immediately. After a lease is signed, there was no clarity on next steps of execution and timelines of that project. It started becoming chaotic as we scaled.
>
> — **Subojit,** Head - Projects

Key Challenges

Lack of centralised command centre

Information was scattered across spreadsheets, emails and chat groups. The team had no single place to monitor all active sites or track critical issues.

Inefficient processes when building at scale

Multiple teams, vendors and contractors relied on separate communication channels. Missing messages and unclear instructions frequently resulted in rework and execution errors.

Lack of Visibility

With hundreds of stores under construction, it was difficult to know the exact status of each site. Delays often became visible only after they had already impacted timelines.

Limited budget tracking

Cost control depended on manual updates and delayed reports. This made it hard to track actual spending, compare it with the planned budget or identify overruns early.

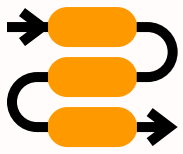
Slow and inconsistent progress updates

Daily updates from sites were irregular and often incomplete. This created blind spots for the Projects Team and slowed down internal decision making.

Vendor payment and reconciliation challenges

Vendor bills, approvals and payment timelines lacked a unified workflow. Reconciling invoices against actual progress was time consuming and prone to errors.

Implementation



Process Streamlining

RDash team mapped Amazon’s current project workflows and identified gaps that slowed down execution. These workflows were then standardised inside RDash, aligned with the internal stakeholders to help to create a clear, predictable process for every new project.

Data Migration of Ongoing Projects

All ongoing project details, schedules, BOQs were moved into RDash to create continuity. This allowed Amazon to start using the platform immediately without disrupting ongoing work or losing historical context. This helped unifying the training and implementation of RDash for the entire organisation.

Project Visibility Through Dashboards

A central command centre dashboard was created to track every site in every region. Leadership and regional teams could instantly view site status, pending actions, delays and risks through this customizable dashboard.

Standardised Activity Schedule Setup

The existing activity schedule was given a better and more robust structure on the RDash platform with clearly defined dependencies and timelines. This ensured consistency across cities and made it easier to monitor planned versus actual progress.

Cost Control Through BOQ Progress Tracking

BOQs were integrated into the workflow, allowing the team to track consumption, commitments and vendor billing directly against progress. This provided early warnings on overruns and strengthened overall financial discipline.

Training and Rollout

Detailed training sessions were conducted for project managers, site engineers and vendor partners. Once teams were confident, RDash was rolled out region by region to ensure complete adoption and uniform usage across all sites.

Results

8%
Cost Savings

15%
Faster project rollout

16%
Improved project efficiency

With RDash implemented for all the dark store projects, Amazon saw a clear improvement in the way projects planned, tracked, and delivered. This created a consistent execution rhythm, reduced operational friction and gave the project team complete visibility across projects. This significant improvements in project rollout time, cost, project efficiency.

15% faster project rollout:
RDash helped Amazon accelerate the rollout of their dark store projects by creating a more predictable and tightly managed execution cycle. With instant access to activity schedule and pending tasks, the projects team could make faster decisions and clear bottlenecks before they affected timelines. Automated approvals and tasks eliminated delays caused by manual coordination, allowing each new site to move from initiation to launch in a shorter time frame. This improvement directly strengthened Amazon’s ability to expand its quick commerce network at speed.

> We finally can track the progress of all our projects in one place. The team logs updates on-site in real time, so we’re always in the loop. It keeps everyone focused on the work that matters - without getting lost in spreadsheets.
>
> — **Mr. Siddharth Khare,** Regional Manager

8% Cost Saving:

RDash helped improve budget leakages by standardising workflows, improved visibility into spends and prevented delays that often drove up the cost. With all the bills, approvals, commitments for progress stored in place, the Amazon team could reconcile vendor invoices with actual execution, identify overruns early and maintain tighter financial discipline across every site.

10% Better Visibility

RDash transformed Amazon's reporting from irregular, inconsistent updates to a fully structured and real time system. Daily progress reports, schedule updates and site level data flowed into a single dashboard, giving the management a clear visibility across all project updates.

Star Tools/Features

Activity Schedule

The Activity Schedule gave Amazon a clear, structured view of every task and milestone. It helped teams track planned versus actual progress in real time and kept each project aligned with the expected launch timeline.

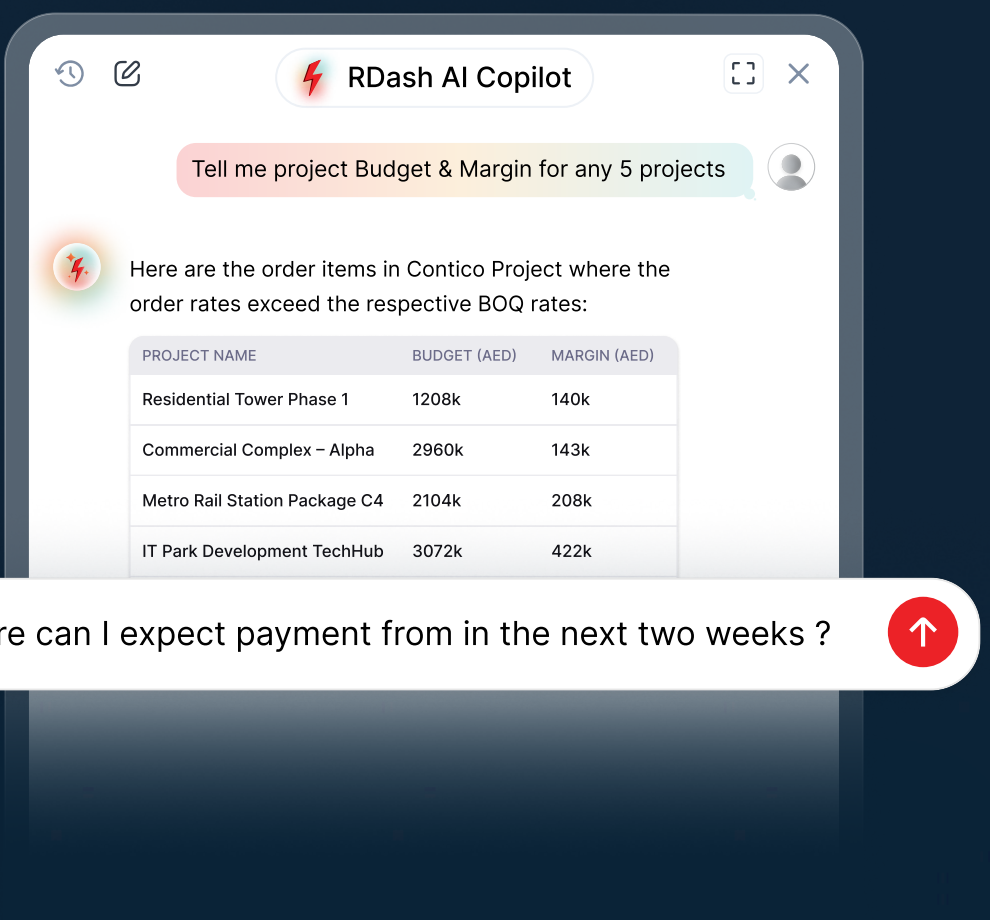
DPR (Daily Progress Reports)

DPRs allowed site engineers to submit quick, on ground updates directly from the field. This created real time visibility for the Projects Team and reduced the time spent chasing daily progress, helping decisions move faster.

RDASH

*Powered with AI

Powering advance analytics with AI Co-Pilot



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Contact Us

+91 9266103145

hello@rdash.io

Plot No. 81, Second Floor, Sector 44, Gurugram, Haryana 122003