



ARE YOU MONETIZING YOUR RETAIL DATA AS YOUR COMPETITORS ARE?

"Intelligent businesses are those capable of making better decisions faster, and outsmart their competitors; a prerequisite not just to win, but to remain competitive in the turbulent waters of today's markets."

Market Trends

Retailers are facing intense competitive pressure to an already saturated market. Traditional retail models are under fire from differentiators in price, product, and service delivery methods. Companies are learning to survive and thrive in the hostile new economy with intelligent retail strategies supported by high quality, timely market information. Retail data assets are key to understanding customers, products and market direction with the utmost intimacy, and then engineering a retail supply chain to accommodate these factors. From the back office to the storefront, retail success hinges on effective management of diverse, complex, and overwhelmingly vast data stores and leveraging them to make intelligent business decisions.

Critical Decisions

On any given day store managers, purchasing coordinators, regional supervisors and business managers are faced with numerous questions relating to retail operations:

- What are optimal inventory levels reorder cycles?
- Which products generate the most revenue, and profit?
- How do performances per square foot ratios compare by store type or location?
- Which products sell best by geography, time-period or customer demographic?

Key Performance Indicators

In order to answer these questions, decision makers need to be able to uncover and clearly communicate key performance criteria including:

- Merchandize Management -Just-in-time delivery figures, inventory reporting, forecasting, weeks of supply, seasonal demand, high popularity items, sell through rate.
- Category Management -Analyzing sales, promotions, assortment, pricing, and shelf roles; existing strategies vs. purchase trends comparison and product affinities.
- Market Basket Analysis -Product attachment rates, demographic baskets, brand switching, customer loyalty, core items, cross-sell, placement etc.
- Store Operations -Asset and inventory turnover, sales and margins, comp store sales, reallocation and direct-to-store delivery, front-store sales, sales / square foot.



- Loss Prevention -Inventory disparities, return rates, cancels, markdowns, back-orders.
- Customer Relationship Management -Purchase patterns, preferred payment methods, targeted/ customized sales messages and product offerings.
- E-business -Click-stream data, associated sales data, electronic promotions tracking.

How to Solve Retail Business Problems

Business Intelligence software provides the tools needed to build your business decision support systems. Business Intelligence solutions help extract, organize, model, and store data using state-of-the-art technology and offer advanced analytics and decision-making tools that enable:

- ***Intuitive information exploration*** that any user can employ from their desktop for timely, more accurate planning or inventory control.
- ***Flexible solutions*** that help retail organizations share information across the enterprise, between store and regional managers, using popular productivity tools.
- ***Superior customer decision support applications*** that manage vast amounts of product and market data.
- ***Intuitive desktop access to powerful analytic and data-visualization capabilities*** that significantly reduce time required for decision-makers to explore and understand the key metrics driving their business.