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Five Key Retail Analytics Capabilities

Analytics Capabilities' Description	Benefits
Promotion Planning Capability - Optimally select advertised items and prices to achieve margin, traffic and other marketing objectives.	
Advertised Item Selection – Determine what advertised products attract highest potential value customers &/or greatest share of customer traffic.	Increased revenue by increasing basket size and overall traffic, and increased margin by drawing in high value traffic.
Direct Marketing Capability - Identify, acquire, upsell and retain high value customers with direct marketing tools	
Flyer and E-Mail Direct Marketing - Reach current and new high value customers with targeted offers and campaigns.	Increased revenues by increase basket size, transaction frequency and through customer acquisition and retention.
National Flyer Rationalization - Target flyer drops to high customer value neighborhoods cross Canada.	Reduced distribution costs by eliminating low response flyer drops and increased revenue from new customers in new neighborhoods.
Website Optimization - Test customer response to items different item/price/position offerings. Display different offers to different customer segments.	Increased revenue and margin from improved web response and fast product and offer testing on website prior to listing in store.
Merchandising Management Capability – select, forecast, buy, order and allocate optimal products to satisfy customer demand.	
SKU Rationalization - Identify products best customers will not miss, and products that attract few desirable customers	Reduced inventory costs and related admin & store labour costs.
Out of Stocks Analysis - Determine what out of stocks are hurting revenues and causing customer attrition.	Fast increased revenues , and especially improve hi profile item performance.
New/Problem Store / Category Analysis - Given store customer segment profile, determine the potential performance of new/problem stores/categories.	Fast Increased Revenue by quickly addressing problems through comparative analysis.
Size Pack Optimization – determine most economic size-pack combination given product's sales profile.	Increased revenues through improved in-stock position and reduced inventory costs of slow moving product.
Markdown Optimization – automatically reduce prices at most optimal time.	Increased margins through reduced markdowns and reduced inventory holding costs .
Forecasting, Ordering, Replenishment – Integrated, accurate statistically driven inventory processes.	Increased revenues through better inventory management and positioning. Reduced labour costs through automation.
Assortment and Allocation Planning – Use customer value profiles to determine most profitable product mix.	Increased revenues resulting from better in-stock and better meeting customer demand.
Price Optimization Capability - determine price elasticities per customers segment in order to set prices to maximize profit	
Price Optimization - Set prices based on customer value segments to optimize profit and inventory investment.	Increased margin through higher prices on low risk products and customers.
Network Optimization - plan and locate distribution centres, stores and product to optimally satisfy customer demand	
Network Optimization, Planning & Monitoring Systems	Increased revenues through better service levels.
Store Location – based on highest customer value analysis	Reduced risk of store failure/incorrect profiling.

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