



Business Intelligence Solution for **RETAIL**

To know how BI Retail can help your organization please write to: sales@entcube.com

The Challenge

The retail market in the US continues to grow. Retail is the second-largest industry in the U.S. by number of businesses and number of employees.

Competition is fierce and any idea that will improve competitiveness is evaluated seriously. Understanding the customer's buying habits, preferences and tendencies are critical. Having the right mix of merchandise to optimize floor space and the effectiveness of promotional programs is critical to profitability.

There is always room for improvement: better product mix; better promotional program; optimized staffing levels; better training of clerks, etc. But to understand if your plans are really working then capturing results on a daily basis and keeping score is important.

Role of Business Intelligence:

According to Gartner, Business Intelligence Applications was and continues to be the top technology priority for Retailers. Business Intelligence has in recent years played a vital role in elevating competitiveness for retailers.

Better information about what is happening at the point of sale is critical. Category managers can watch the movement of each article category and make changes in product mix every day if necessary.

Sales management can know what products pull customers into stores and optimize their promotions accordingly.

Store Managers can understand customer traffic patterns and optimize staffing levels to better serve the customer and reduce staffing cost at the same time.

Retail Business Intelligence elevates awareness of how each store, product, and promotion is performing enabling each member of the stakeholder team to have the information they need to make better and quicker decisions to improve turnover and profitability.

Enterprise Cube Retail Modules

Customer: Identify the profitable customers by Age, Product, Life Time value, Geography etc. By measuring buying pattern of customers, Enterprise Cube can identify "promotional friendly" customers and non-returning customers.

Finance: Track and analyze profit and loss, trial balances and departmental spend and much more. Standard key figures and KPI's include Revenue, Gross Profit Margin, Stock Turnover, Salaries versus Profit, Payable & Receivable, Budgeted expenses & variances.

Sales: Track and Analyze sales and gross profit by promotion with containing products by year, month, week, day, store, department and product line. KPI's include Sales per customer, Promotion share, Wage to sales ratio, Sales volume analysis etc.

HR: Analyze the Staff movement and Attrition. Track and Analyze hours worked, Sales and Gross profit / hours worked, Salary against sales and Gross profit by year, month, week, day, store, and department.

Store: Monitor and analyses the store sales by year, month, week, day and hour. KPI's include store comparison, % returning customers, Revenue/Profit per area, store conversion rate.

Marketing: Analyze the KPI's like Campaign Response Rate, Return on Marketing Investment, Campaign Revenue/Cost over Geography, Recommended products to customer by Age and Geography.

Enterprise Cube Dashboards

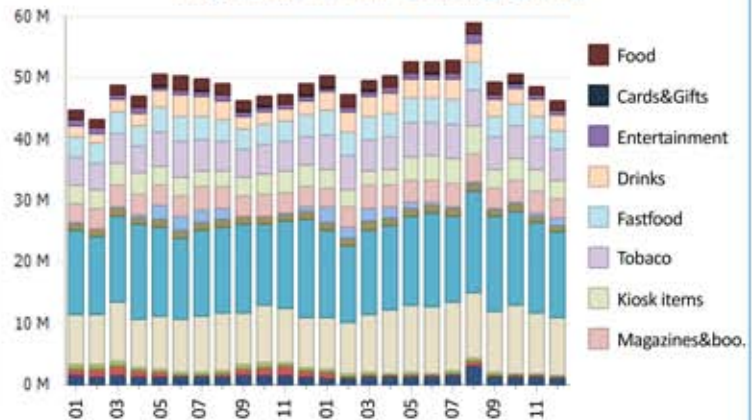
Retail Regional Manager Dashboard : Retail Organization Sales | Category Gross Margin | Top Selling Stores

Retail Location: (KS) ShoppingMall

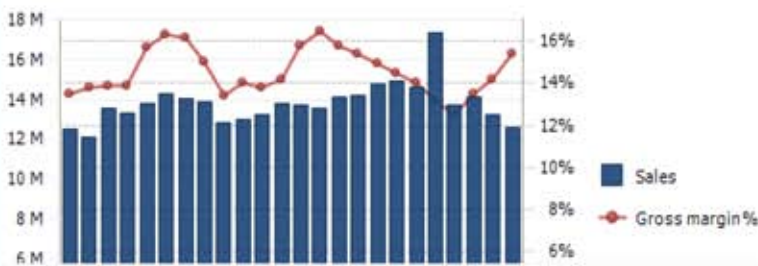
Regional Manager Scorecard

	Actual	Target
Sales Development - Regional Manager	609,246,673.32	572,589,987.04 ●
Sales Development Comparable Stores - Regional Man...	609,246,673.32	572,589,987.04 ●
Gross Margin Development - Regional Manager	94,180,537.14	86,371,625.81 ●
Sales Per Customer - Regional Manager	68.06	69.52 ●
Salary Percent (of Sales) - Regional Manager	3.2	2.4 ●
Void Percent (of Sales) - Regional Manager	0.10%	9.61231875689847E-04 ●

Category Sales Per Year - Store Mgr (graph)



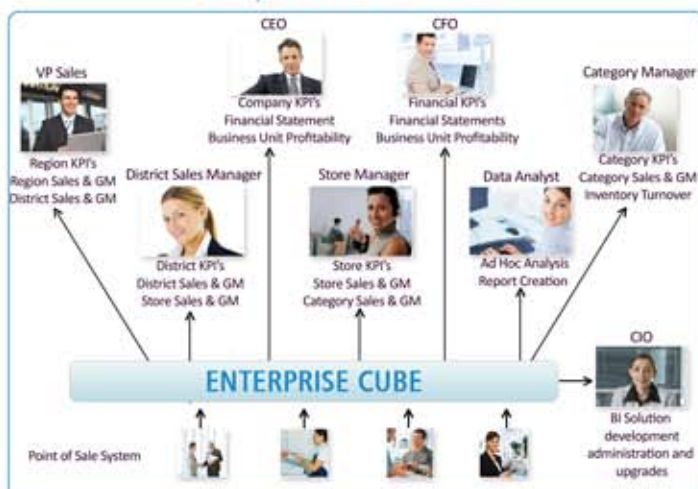
Regional Organization Sales - Regional Mgr (graph)



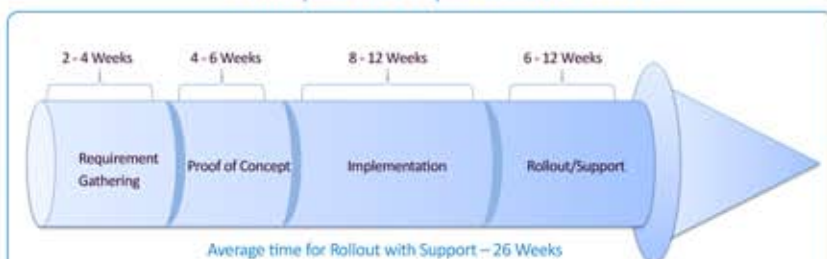
Store Performance by State



Enterprise Cube Retail Users



Enterprise Cube Implementation Timelines



Any BI Solution will take a multitude of years to come to life and start being useful. **Enterprise Cube** starter kit eliminates this. With a matured data model and predefined analytics, what the starter kit misses is the data of the Insurance organization. Bring data and see **Enterprise Cube** come to life. Start seeing your BI Solution become a reality in months than years.