TOP10 Transformative Analytics Scenarios in Retail

Qlik

Retail’s New Frontier

The pace of change and level of competition in today’s retail landscape is staggering. Unlike any other industry across the globe, retail is undergoing transformation so significant that the way consumers buy products and interact with brands is forever changed.

Omni-channel retail is now the industry norm:

- Retailers must provide consistent and contextual brand experiences across multiple touchpoints
- Consumers expect a seamless and effortless experience online and offline
- More than online stores, omni-channel retail includes social, mobile, and now voice assistants

When done well, consumers seamlessly transition from one channel to the next, becoming deeply immersed in the brand experience.

Omni-Channel Retail Market Drivers

The transformation in retail today is driven by three market forces:

The Empowered Consumer

Connected, informed, and more empowered than ever, today's consumers use mobile and social media to compare and buy anywhere, anytime.

The Agile Supply Chain

Omni-channel retail demands an efficient forward and reverse supply chain, letting retailers ship products within hours of purchase and offer flexible returns.

The Changing Role of the Store

Still the primary sales channel, physical stores are transforming into customer collection centers and critical supply chain hubs.

83%

of consumers are willing to share their data to enable a personalized experience.*

The Role of Analytics in Retail

Whether used to drive loyalty online or to personalize the in-store experience, data analytics plays a key role in retail. By grasping consumer behavior patterns from multiple channels, retailers can effectively:

- Achieve higher conversion rates and bigger basket sizes
- Ensure efficient supply chains and faster fulfillment
- Drive improved customer service and store performance

With greater visibility and insights at the point of decision, retailers can meet the needs of the empowered consumer and keep up with the pace of change.

91%

of consumers are more likely to shop with brands who recognize, remember, and provide relevant offers and recommendations.*

* "Pulse Check 2018 Moving from Communication to Conversation," Accenture Interactive,

Top 10 Analytics Scenarios in Retail

More than 1,100 retailers rely on Qlik® for their data analytics and insights. Read on to learn more about the top 10 ways Qlik helps retailers transform their raw data into actionable insights.

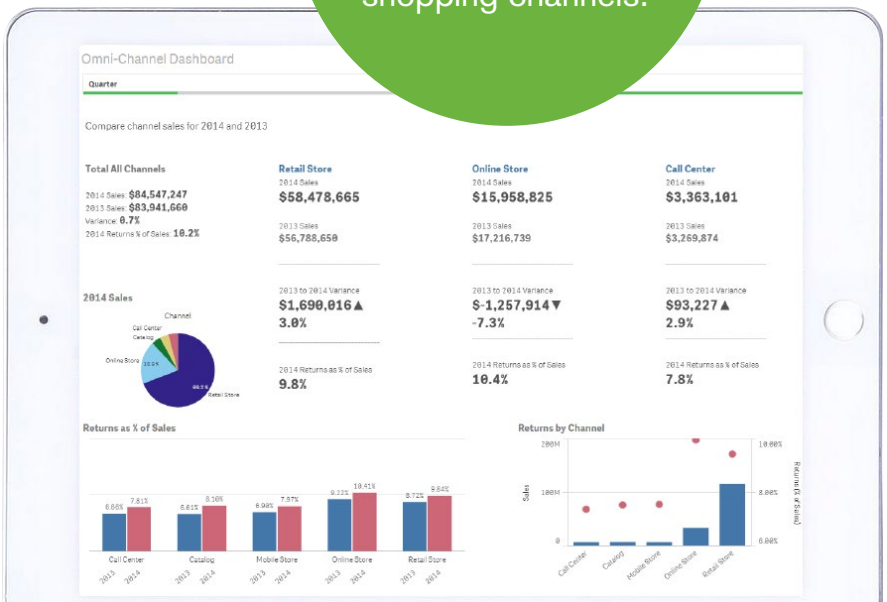
Connect visitor browsing behavior on digital properties with demographics and purchasing patterns to better understand customer behavior.

1 Digital Consumer Analysis

Appealing to the digital consumer is a growth area for nearly every retailer. Analytics can help retailers drive digital shopper engagement and improve overall sales.

With Qlik, retailers can analyze sales data from digital channels and other touchpoints to discover new ways to understand consumer behavior, reduce abandoned shopping carts, improve conversions, and boost marketing campaign lift.

Create a complete omni-channel view of sales, inventory, and returns across all shopping channels.



2 Omni-Channel Analytics

Ensuring a seamless experience for every consumer, no matter which channel they use to interact with the brand, is a challenge. From marketing to fulfillment, there are dozens of systems involved in consumer engagement, distribution, and sales.

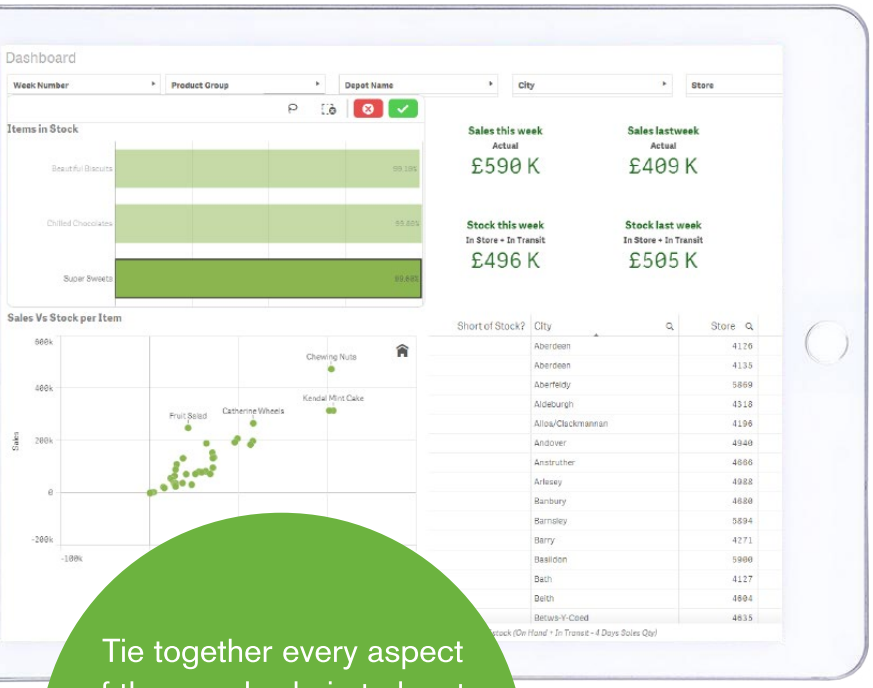
Qlik helps retailers harness that data, wrapping an analytics platform across all systems. Breaking down data silos, Qlik connects the dots between sales, returns, and customer data across all channels—retail store, e-commerce, call center, app, and catalog—to improve customer intelligence and marketing impact.

3 Market Basket Analysis

Key to driving sales in retail—whether online or in store—is determining how to cross-sell and upsell customers. Insights into product pairings do just that.

With Qlik, retailers can analyze point-of-sale transactional data to identify what products have affinity and the customer segments buying these combinations. These insights help retailers build tailored assortments of products and increase margins by pairing discounted items with more expensive, highly profitable items.

Isolate relevant customer purchase patterns to identify trends and capitalize on opportunities to increase basket size, improve margins, and promote customer good will.



Tie together every aspect of the supply chain to locate and reroute merchandise at any point during the plan, source, make, deliver, and return supply chain process.

4 End-to-End Supply Chain Visibility

Optimizing the entire supply chain is key to delivering the seamless omni-channel experience today's consumers expect. Omni-channel retail demands agile supply chains that can deliver products within hours of purchase and nimble reverse supply chains that allow flexible returns.

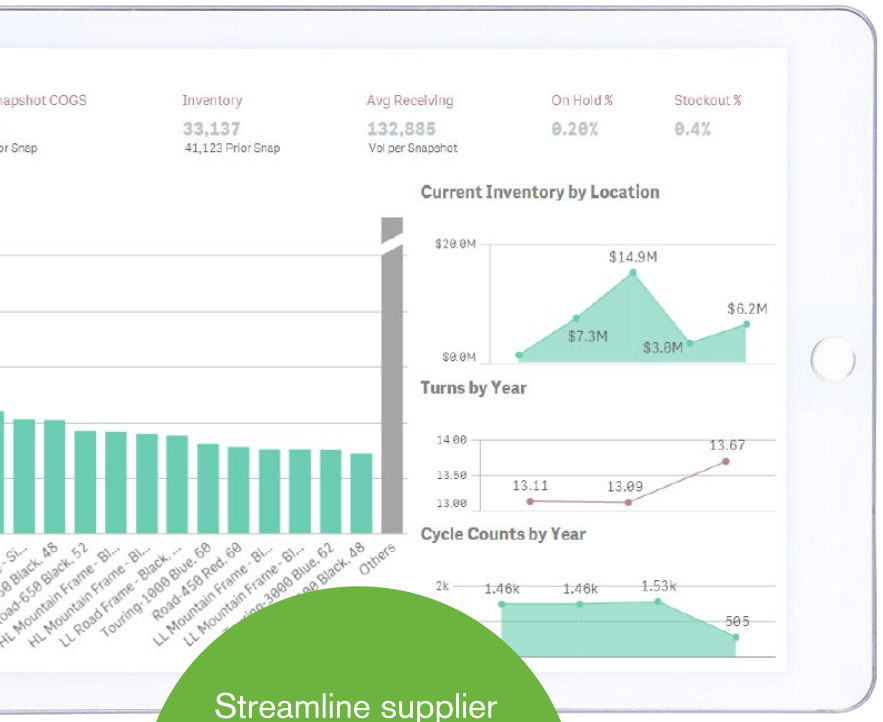
Qlik offers visibility into the entire supply chain, connecting the dots that enable retailers to optimize supply chain efficiency while working to meet consumer expectations. By harnessing data from multiple disparate systems, Qlik helps retailers gain visibility into inventory flows, in-store fulfillment, product logistics, and vendor contracts—with owned and unowned data.

Remove cost from the returns process and list returned products for sale in less time with agile analytics.

5 Returns and Reverse Logistics

Managing and minimizing returns is one of the most challenging issues in retail. Industry experts say that digital consumers return about 25-30% of their online orders within 30 days of purchase. It's an expensive process that requires great agility and timely action.

Qlik helps retailers design an effective reverse logistics process. With insights from multiple systems, the retailer can determine when to send products back to the supplier, identify how to refurbish, repackage, and restock goods for resale, evaluate which products are returned most, and pinpoint acceptable write-off rates for products that cannot be resold.



Streamline supplier relationships and empower suppliers with a governed view of sales, stock, and performance.

6 Supplier Performance

Maintaining healthy, mutually profitable relationships with vendors is crucial to selling the brands that appeal most to consumers. With vendor insights, retailers can make sure those brands are acquired at the right price point and are put on shelves as quickly as possible.

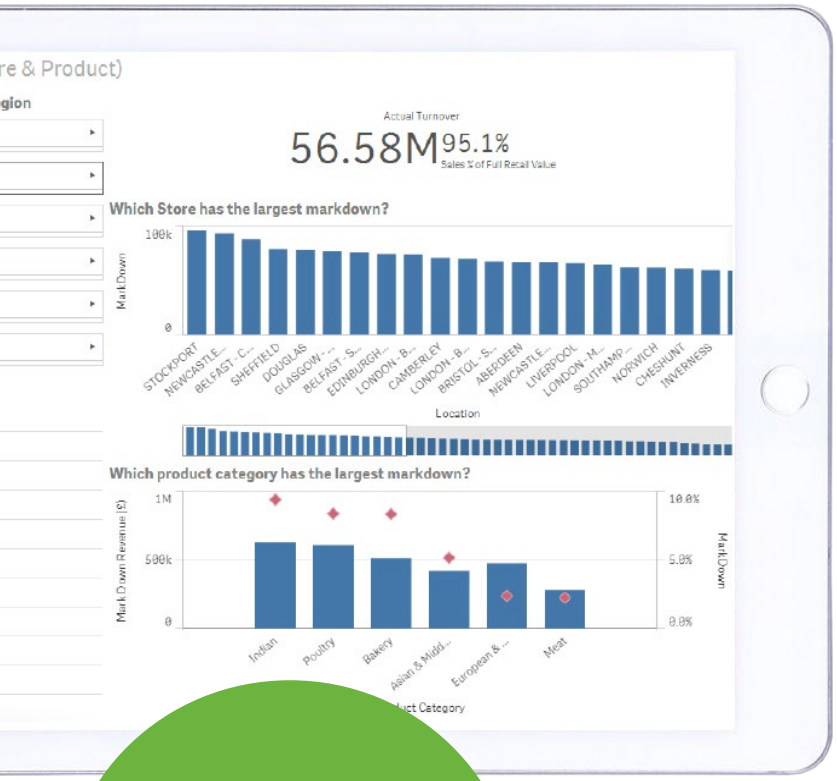
With Qlik, retailers can improve their vendor management through vendor portals and supplier scorecards. Quick access to vendor insights allows retailers to identify potential supplier risks, verify that suppliers are compliant with contractual terms, and make sure inventory is available when needed.

7 Retail Store Performance

For any retail organization with multiple physical locations, understanding store performance is crucial. To harness performance insights, the retailer must first determine the relevant metrics and analyze that data to ensure the store is performing to expectations.

Qlik helps retailers analyze store performance by providing insights into sales, profitability, order procedures, customer satisfaction, and sales management. Store performance scorecards enable retailers to analyze comparable sales from one year to the next and align bonuses for store managers based on the performance of their stores.

Drive store performance and benchmarking for sales and profitability initiatives for the store manager, district manager, regional director, zone vice president, and corporate.



Manage markdowns and product waste by empowering store employees with mobile analytics applications in the store.

8 Retail Margin Erosion

For fresh food retailers, wasted food and markdown pricing can quickly eat into profitability. These retailers must balance the need to maintain product availability with not over-ordering perishable products.

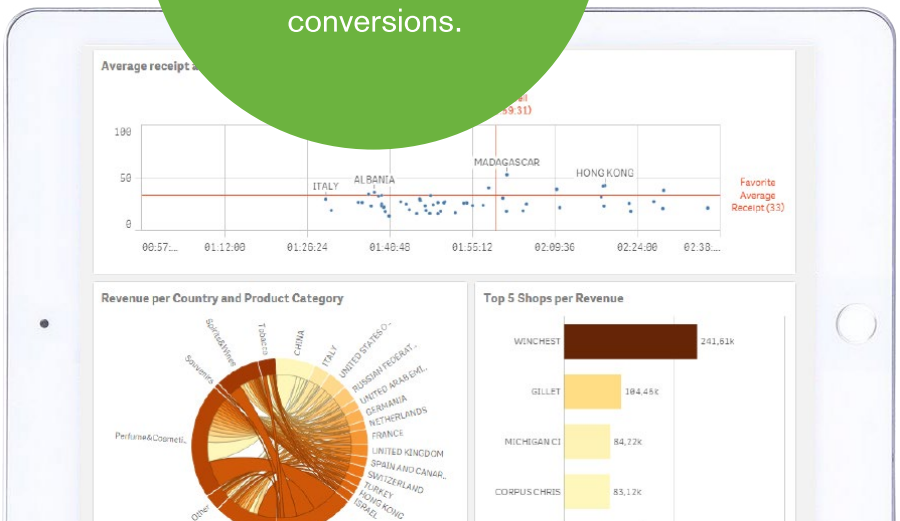
Qlik helps fresh food retailers avoid margin erosion by analyzing markdown transaction data, isolating where markdowns are occurring, and placing emphasis on discounting fresh food near its sell-by date to drive sales. These insights help the retailer ensure shelves are stocked with fresh food that will sell quickly and before discounts need to be offered.

9 Internet of Things

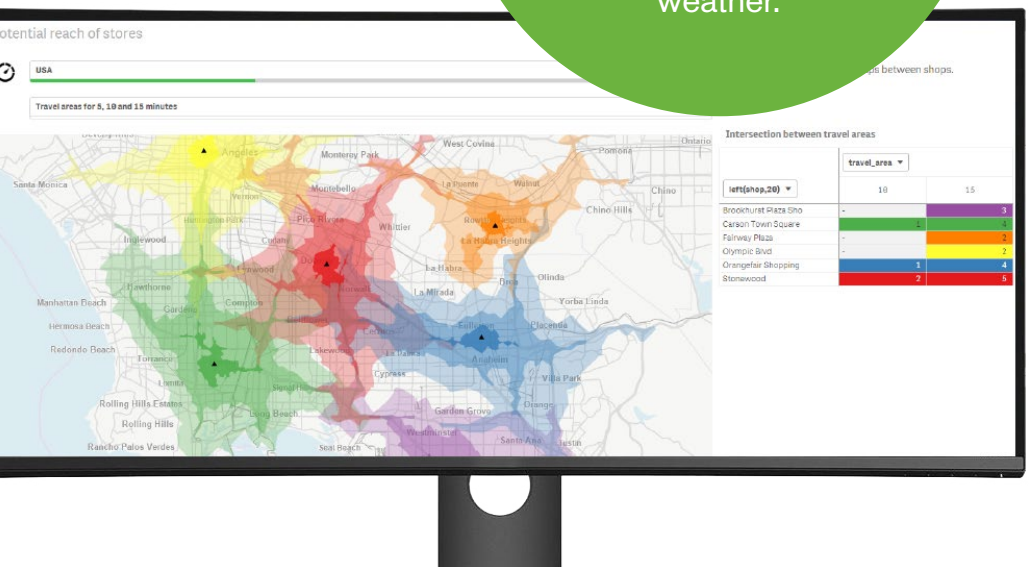
Data from Internet of Things devices plays a role in nearly every industry today. For retail, IoT data brings greater visibility into supply chain operations, alleviates out-of-stocks, and optimizes selections based on customer preferences.

Qlik enables retailers to analyze all data from IoT devices including security sensors, inventory tracking sensors, in-store cameras, customer footpath sensors, and beacons for location-based marketing. With real-time visibility into sensors and other IoT technologies, retailers can reinvent their supply chains and improve the customer experience.

Analyze and act on sensor data to better understand store traffic, dwell time, staffing, and sales conversions.



Leverage geo-analytics to determine the best location for a store or distribution center based upon customer demographics, drive times, existing store footprint, and weather.



10 Geo-Analysis and Site Selection

Geography is a critical dimension of any retail business. Beyond evaluating customers within driving distance, geo-analysis enables retailers to determine the placement of distribution centers, demographics of particular zip codes, the potential to cannibalize sales, and more.

Qlik GeoAnalytics enables retailers to analyze volumes of diverse geographical data to make informed, site-specific decisions. With geographical insights, retailers can determine the optimal location of a new store, effective distribution of products to the store, and expected customer behavior in that store.

Retail Analytics in Action

For **Genuine Parts Company**, the catalyst behind their move to Qlik was reducing the number of reporting platforms, all of which required multiple skill sets. Now with one system, the company can finally use their data to tell a story. Whether through product, customer, or owner analysis, they start with an executive dashboard and allow users to drill down to greater detail.

→ Read the story

Because **Design Within Reach** promises to bring customers modern design anywhere, anytime, the furnishings retailer thrives on inventory accessibility. Store and area staff use self-service visual analytics to view and shift inventory, spot sales trends by item and vendor, make fast and effective purchase and restock decisions, and track product issues before they develop.

→ Read the story

Deeply understanding customer buying patterns has been vital for **Planet Hollywood** to stay relevant and profitable. The restaurant group uses Qlik to analyze daily transaction data to identify trends and help operators make smarter decisions.

→ Watch the video

How do you leverage massive amounts of data from disparate sources and empower retail employees to monitor key metrics like freshness and sales trends? **Akindo Sushiro** fits one billion plates of sushi with RFID tags in its 430 stores each year to find insights with Qlik.

→ Read the story

Retailers Achieving Results with Qlik

"We achieved 100% ROI within two months after implementing Qlik. We consistently find outliers and adjust our supply chain using Qlik. We have reduced our processing and cost per unit and decreased our transportation spend with just two simple apps. Qlik is a game changer for us."

–IT Director, S&P 500 Apparel Retailer

"Qlik has helped LUSH deliver a central point for live data analysis, contributing to savings of over £1 million in stock loss within two years. It's working with us as a business in giving our people instant access to the information they want and allowing them to find that information very quickly and easily online."

–Scott Silverthorn, Head of Data Services, LUSH Fresh Handmade Cosmetics

→ Read the story

"We presented Qlik to store general managers. They unanimously wanted the deployment immediately. This level of dashboard and data discovery was difficult prior to Qlik as managers depended on multiple static reports to follow up KPIs."

–Shahrukh Dastur, General Manager Business Analytics and HRMS, MAF Carrefour Hypermarkets

About Qlik®

Qlik delivers intuitive data analytics solutions to more than 1,100 retailers and wholesalers across the globe. Our world-class industry solutions, combined with our comprehensive consulting, training, and support services, ensure our customers get the most from their Qlik implementations. We bring specific industry and functional-level experience to our customers, driving rapid understanding of unique business problems in multiple industries.

See how Qlik is transforming retail by visiting us at **qlik.com/retail.**

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