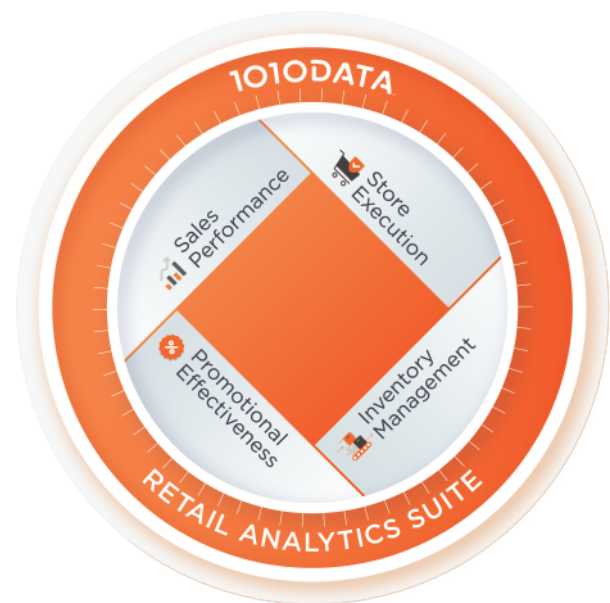# 1010DATA

Retail Analytics Suite:

Sales Performance

A lens into near real-time sales performance, tracked alongside configured KPIs to power your plans' performance

Monday morning is a challenge for most retailers. Teams are scrambling to understand prior week performance. Often, data is not readily available or needs to be consolidated, transformed, aligned, etc. There is a real struggle to get an agreed upon single source of the truth which leads to a lack of a clear understanding into why sales plans either succeeded or failed.

With the **Sales Performance** module of the **1010data Retail Analytics Suite**, you can identify opportunities and quickly act on the most impactful metrics for your business.

ADDRESS CRITICAL BUSINESS QUESTIONS

- How is my category performing and where is it trending?
- What subcategories & brands drove top-line performance?
- Is performance aligned to my financial and strategic goals? If not, what is causing the miss and how can I course correct?
- How much of my sales are being driven by promotions?

ACTIVATE TIMELY AND INFORMED DECISIONS

- Identify areas to optimize with a 360-degree view of a category's performance
- Prioritize action items that drive revenue and eliminate items that don't
- Access the latest insights at your fingertips, quickly enabling internal and external collaboration

Conduct deep dive analysis and insights into performance to drive higher sales and margins

By aligning business owners at all levels to the same data and interfaces you are allowing everyone to see the same picture and understand the same results.
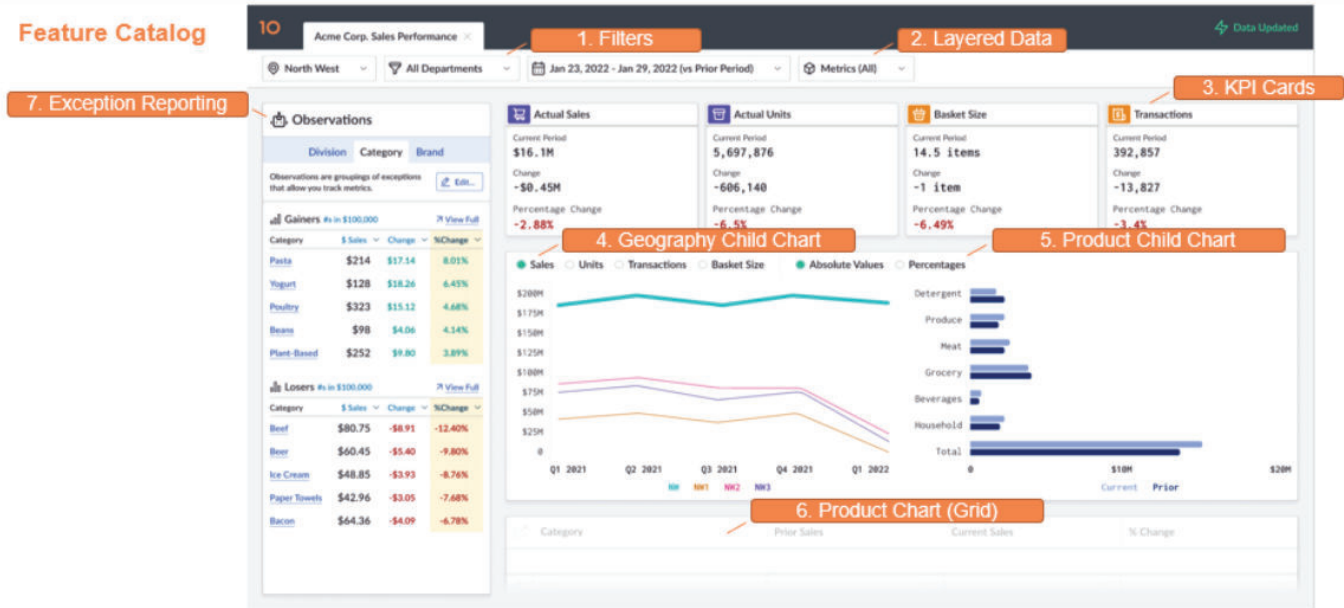
Through the 1010data **Retail Analytics Suite Sales Performance** module retailers can drive down into details to:

DETERMINE
where the biggest issues are

PLACE ACCOUNTABILITY
and goals for resolving issues in the correct hands

MEASURE
the overall impact and ROI of the effort in near real-time

By quickly realizing growth drivers, trends, and threats with granular data access and deep insights to the lowest levels of product store data retailers can now:

Diagnose problems impacting sales performance to determine where customer behavior patterns are changing

Identify where plans are not being executed and enable collaboration with store managers and suppliers to better meet customer needs

Measure results across all areas including the customer lens

With the way shopper behaviors have changed over the past few years this lack of understanding is a huge barrier to success. With all the shopping options currently available to them if a shopper's expectations aren't met, they will look elsewhere to have them met. If you can't understand if you have met them, you can't be sure you have. As a result, it is even more important for retailers to have a clear view of their sales plan and it's results in near real time. The ability for everyone across the business to monitor the same data, understand critical analysis of it, and then to rapidly pivot their plans to meet shopper needs during a sale are keys to the long-term success of the business.

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