



**PAYMENT**  
INTEGRITY PARTNERS

# RETAILER ANALYTICS

## INSIGHTS ACROSS YOUR ORGANIZATION

**3**

**KEY AREAS**

Optimize your organization's performance by analyzing your sales, operations, and processes!



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# A BRIEF INTRODUCTION TO RETAILER ANALYTICS

## The Power of Your Data

Each day we make decisions about our business performance and how we can help our organizations grow and perform better. Our desire to improve business performance can refer to increasing sales as well as creating operational improvements and process efficiencies. The challenge is to simplify large volumes of complex datasets across multiple systems down to a few critical data points. Using the power of your data to extract the specific data points that provide unbiased information to leaders will make for highly effective decision making on a wide range of topics.

Exploring your data can be costly. To minimize the costs and maximize your benefit, focus on your business objective or question. Your question will help get the desired information so that you can utilize the available data not just to answer your question but to add context and objectivity for even better decision making. Questions you may wish to explore are:

- How are our market baskets impacted by sale items?
- How is our Accounts Payable team performing?
- What are my customers buying together?
- How do we address pain points in a business relationship?

Measuring your results against organizational goals or industry benchmarks will allow you to act on areas that require adjustments rather than allowing your performance to become a chance occurrence. As many aspects of the retail environment continue to shift, including the importance of the physical retail store, more companies are utilizing the competitive intelligence gained from their data to aid in the decision making process. Your data intelligence has never been more important to helping you remain competitive within your industry and it is now easier than ever to access this data.



**PERFORMANCE MEASUREMENTS  
PROVIDE OPPORTUNITIES TO  
GAIN A COMPETITIVE EDGE.**

# COMMON RISKS THAT LIMIT ORGANIZATIONAL SUCCESS



**Future growth** can be limited because of hidden inefficiencies



Competitive **pressure** increases as others use data to create a performance edge



Employee **engagement** is impacted by poor process management



Business partner **concerns** that develop will cause an impact on performance



**Revenue** opportunities are lost without the visibility to know when to take action

# BENEFITS OF EXPLORING YOUR BUSINESS QUESTIONS



Discover different ways business can be transacted to increase productivity



Identify item relationships to better position items within the retail store



Assess the business performance of each merchandising category for improvement opportunities



Eliminate process challenges by reducing the time and cost required to complete tasks



Improve relationships with partners as pain points are identified and resolved



Minimize discounts needed for Advertising to have a greater impact

# HOW IT WORKS



## 01 GETTING STARTED

Identify the business question that needs to be answered. The question itself may be more broad in nature to assess overall business productivity or you may have key performance measurements that will guide your decision making. Either can be analyzed to optimize organizational or departmental performance. General metrics can be examined related to:

- Sales Performance
- Store and Warehouse Operations
- Department Metrics and Process Efficiencies

Whether you begin with specific questions or a review of general metrics, the data may open the door to other questions, perhaps critical questions you have not considered.

## 02 THE DATA

Understanding your data and its relevance to functional areas within your business is a critical building block of success in a competitive environment. To get one step ahead of your competition it will be necessary to have a deeper understanding of your data and how it can be leveraged for better decision making. Your data will become the source for evaluating key metrics that enable decision makers with unbiased information. Powerful information drives better business decisions and leads to better organizational performance.

## 03 BUILDING A WEALTH OF KNOWLEDGE

As each question is answered and metrics are reviewed, knowledge about your organizational performance is learned and the data is retained. As knowledge is built with each step, we create a greater understanding of how success can be achieved for your business and the trends that exist within your market. As additional questions are raised, you dive deeper into the data constantly building on your understanding of your customer, operations, and processes. Very quickly you are in a better position to respond to competitive pressures that could present opportunities or challenges. Either way you will be prepared to make the needed adjustments at the appropriate time.

The benefit to reviewing the data is to quickly confirm business activity is working as expected or understand where there are challenges that need to be addressed. Access to real-time data is a key competitive advantage that makes our decision making relevant, unbiased, and efficient.

Whether you desire greater visibility into business operations, more customer personalization, or something more, your data can power decision making to improve performance.



# RETAILER ANALYTICS IN 3 KEY AREAS

EXAMPLES HIGHLIGHTING THE PATH TO A DEEPER UNDERSTANDING OF YOUR ORGANIZATIONAL PERFORMANCE



## SALES

- Market Basket impacts when Item A is on sale?
- Most common item in my most profitable baskets?
- Sales by day, by store, by category?
- How do best margin items perform on promotions?

## OPERATIONS

- Register with large number of suspect transactions?
- Do you have pricing parity across all banners?
- Store inventory levels and potential out of stocks?
- What are the peak demand times for stores?
- How is your Vendor Hygiene?



## PROCESS EFFICIENCIES

- Discount lost when an invoice is paid out of terms?
- Number of invoices manually processed?
- Invoices processed automatically vs. manually matched?
- Number and amount of invoices paid early?
- Items paid by ACH vs. Check?

**LEARNING WHAT YOUR DATA CAN TELL YOU TODAY  
WILL HELP GUIDE DECISION MAKING TOMORROW AND BEYOND!**

# FROM HINDSIGHT TO FORESIGHT



In our data rich environment many take on the challenge of exploring data that ultimately produces a deluge of information. It drowns retail operations in excessive reporting and data that is left for interpretation. The goal in analyzing data is to gain intelligence on business operations to optimize outcomes.

Initially gain visibility to how business is transacted to determine if things are working as expected. The research will highlight areas that may be below acceptable levels and work can begin on why things are falling short for implementation of corrective steps. More advanced analytics can also be implemented to predict and anticipate certain outcomes.



**DISCOVER WHAT YOU NEED TO KNOW!**

## PHASED APPROACH FOR MARKET LEADING INSIGHTS

- 1. Descriptive Analytics (What happened?)**  
Shrink has increased 35%!
- 2. Diagnostic Analytics (Why did it happen?)**  
A system change moved department focus to other efforts that delayed payment to vendors foregoing millions in discount dollars.
- 3. Predictive Analytics (What will happen?)**  
Sales of Hot Dogs the week before July 4th will increase by 32% over the previous week.
- 4. Prescriptive Analytics (How do we make it happen?)**  
Spending \$55,000 on a front page advertisement for batteries in November and December will increase weekly sales by 45%.





## WHAT IMPROVEMENTS WILL DELIVER THE GREATEST VALUE TO YOUR ORGANIZATION?

Consider what questions are most meaningful to your business

- 1. Do you know which three items from your store are present in at least one third of your most profitable baskets?** Advertising or adjusting the retail of one of the three items can increase sales and/or the profitability of your baskets.
- 2. You negotiated 2% discount terms with your vendors but do you know if you are actually paying on time and collecting it?** After reviewing the analytics dashboard customized for your organization you discover your organization is capturing 0.6%. Review ways to add an estimated millions in missed discounts to your bottom line.
- 3. Did you know what store and registers generate the largest number of suspect transactions in the organization?** Improve training for associates to increase accuracy of sales or investigate potential fraud in an effort to reduce shrink.
- 4. Do you know what percentage of your paid invoices that do not have a purchase order?** If your organization has 32% of invoices without a purchase order, work could begin to address compliance with company requirements.
- 5. Can you tell what two items are in at least half of all customer baskets when item A is also part of the same basket?** Item relationships can bring changes to shelf location that enhance the shopping experience and increase sales.

# CONCLUSION



As retailers begin utilizing more data and customer preferences change, time is of the essence. A disciplined approach to exploring your data will provide the most efficient path to finding the answers you will need. Unlocking the potential of what your data can reveal about your organization is a critical tool in competing in today's data driven economy. Deeper dives into your data combined with data available on your own competitive landscape can expand your advantage in the marketplace today and help build on your market position into the future.

## IS YOUR ORGANIZATION READY FOR THE JOURNEY FROM HINDSIGHT TO FORESIGHT?

Contact us today by calling 980.288.8000 to learn more or schedule a demo today to see for yourself.

**SCHEDULE A DEMO NOW**

[www.PaymentIntegrityPartners.com](http://www.PaymentIntegrityPartners.com)

A photograph of two business professionals in a meeting, with a yellow overlay containing text. The background shows a person in a suit pointing at a laptop screen. Overlaid on the image are various white circular icons connected by lines, representing data and technology: a bar chart, a Bitcoin symbol, a laptop, a smartphone, a mail icon, a dollar sign, and a globe. The yellow overlay is semi-transparent and contains the text 'YOUR DATA TELLS MANY STORIES. LET US SHOW YOU HOW TO REVEAL THEM WITH A CLICK OF A BUTTON.'

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