



## **Retail Analytics**

### **A white paper from BarryAnalytics**

#### **What is Retail Analytics?**

Retail Analytics is a collection of analyses using EPOS transactions, which capitalise on sources that are commonly held in a retailer's data warehouse. These analyses include segmentation approaches for understanding and targeting customers, as well as methods for managing products in order to maximise returns and minimise wastage.

#### **What's the Opportunity?**

Retailers capture a vast amount of data during the normal course of business – including every till receipt with all of the transaction details – and are in a position to leverage this data in a variety of ways.

Retail analysis opportunities include:

- **Customer Segmentation**

Creation of segments based on transactional behaviour – either at customer level (e.g. using loyalty card data) or at basket level.

*Business benefit: increased sales resulting from finer understanding of customer segments.*

- **Price Optimisation**

Developing an alternative pricing strategy – e.g. for all products in selected categories – designed to achieve a specific goal e.g. maximising profitability.

The analysis takes account of price elasticities and product cannibalisation/cross-sell relationships between products.

*Business benefit: Profitability improvement.*

- **Product Availability and Lost Sales**

Availability analysis uses EPOS data to identify periods of non-availability for fast-moving products within individual supermarkets. Potential lost sales can then be estimated.

*Business benefit: Improvement in availability levels.*

- **Markdown Pricing**

Creating an alternative markdown pricing strategy for products reaching the end of their shelf lives – in order to maximise returns and minimise losses.

*Business benefit: Reduction in wastage losses.*

## **Why use BarryAnalytics to help?**

We have carried out retail analyses for a number of leading retailers in the UK, Europe and Asia. Therefore we have unique experience in developing and deploying these business intelligence solutions.

BarryAnalytics is highly flexible in the support that we can provide – which may range from creating the analyses for you, and sharing the knowledge gained, through to guiding your in-house analysts over the development stages.

## **What's the next step?**

Please contact BarryAnalytics for more information, and to arrange an exploratory meeting.