

# ANALYZE2REALIZE<sup>PRO</sup>

Retail Analytics System in a Box



## TIMELY AND ACCURATE INSIGHT INTO YOUR STORES

Optimize Operations >

Shrink Control >

Marketing >

**Analyze2RealizePro** generates incredible value for retailers by consolidating raw data from multiple business applications and transforming them into timely, accurate and actionable business insights.

INCREASE REVENUES

PREVENT SHRINK

IMPROVE CUSTOMER SATISFACTION

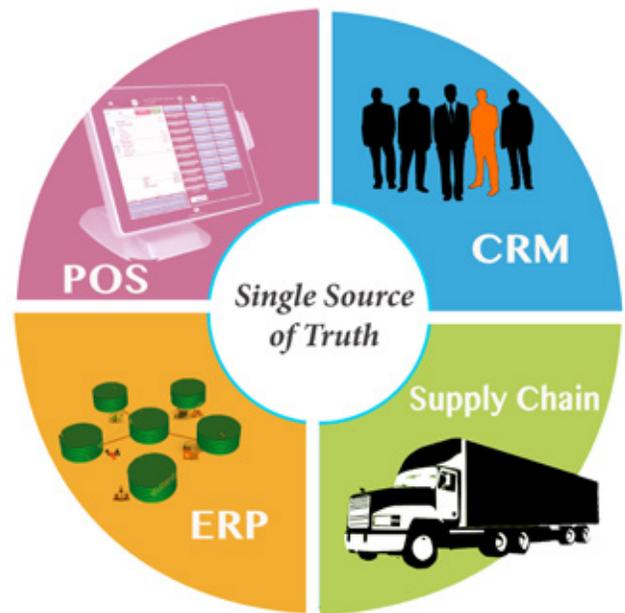
Analyze2RealizePro is the right Business Intelligence foundation for the emerging retail enterprise, that allows retailers to optimize store operations, increase revenues, prevent shrink, and respond quickly to customer needs and market trends. It is a complete retail business intelligence system in a box, built using proven and leading BI technology components, attractively priced, has flexible deployment options and ready to grow with your business.

## Analyze2RealizePro fully integrates data from multiple business applications

**Consolidate Data. Create single source of truth for your organization.**

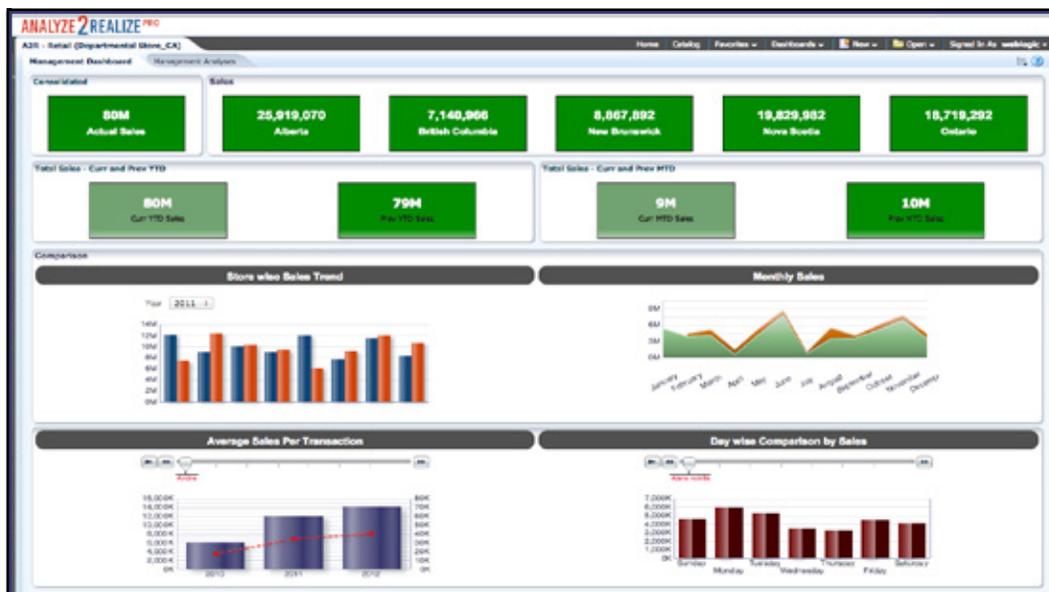
Over the years of operations, retailers collect large amount of data about their markets, customers, operations and finance, but most often this information resides in silos within the organization and is difficult to integrate and analyze. For this reason, the promise of getting accurate and timely business insights for making informed decisions in the operational, strategic and tactical areas, often goes unfulfilled.

Analyze2RealizePro helps enrich your data by putting it in context with data from sources such as Point-of-Sale Systems (POS), ERP, Supply Chain and CRM applications, creating the single source of truth and providing up-to-date business intelligence across your organization.



## Analyze2RealizePro Dashboard

Stay informed, get a comprehensive view of your business indicators.



Analyze2RealizePro has a fully interactive pre-built dashboard, which makes the presentation of data intuitive and easy to understand, with unrivalled ease of use characteristics.

The dashboard provides a comprehensive view of business indicators and important metrics represented in a rich variety of charts and tables with navigational and drilling into data capabilities.



The key performance indicators (KPIs) can be customized to show exceptions or values crossing a preset threshold, giving personalized, actionable intelligence for decision-makers.

## Analyze2RealizePro Analytical Reports

Unleash the power of your data. Get fast answers to critical business questions.

Analyze2RealizePro offers a set of powerful pre-built analytical reports that empower decision making with accurate information, in summary or detail. Business users get better visibility into risks, problem areas and critical issues, so that they are identified early, allowing them to take proactive actions. The drill-down capabilities of the analysis allow users to analyze further details and identify exactly which areas of the business are doing well and which aren't.

The pre-built nature of the analytical reports shields the users from the complexity of the underlying data structures, ensures highest ease of use and lowers the workload on IT personnel.

### Store Performance

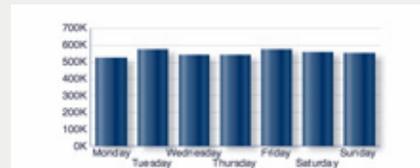


Bottom 5 Products

Year Name: 2010

Country Name	PROVINCE_NAME	Actual Sales	Target Sales	Variance	Variance %
Canada	Alberta	13,453,074	44,802,566	-31,349,492	-69.97
	British Columbia	10,600,482	16,904,571	-6,304,089	-37.29
	New Brunswick	9,057,312	27,116,039	-18,058,727	-66.60
	Nova Scotia	21,622,308	36,317,949	-14,695,641	-40.46
	Ontario	22,128,408	36,582,187	-14,453,779	-39.51

Track Actual Vs Target Sales



Weekly Actual Revenue

### Day Part

Province Name: Nova Scotia | Year Name: YR-2013

Day Part Name	Time Range	Sales Value	Contribution
Afternoon	12:00 pm - 15:00 pm	26,930	2.0%
Early Morning	5:00 am - 7:00 am	179,971	13.9%
Evening	16:00 pm - 18:00 pm	43,078	3.3%
Midnight	00:00 am - 5:00am	942,972	72.8%
Morning	7:00 am - 12:00 pm	76,828	5.9%
Night	19:00 pm - 00:00pm	27,328	2.1%

Identify the peak and off-peak hours

### Customer Affinity

Province Name: Alberta | Year Name: YR-2014

Product	Sales Value	Number of Customers	Avg Sales Per Customer
BOUNTY CHOCO 5FG	1,125	257	4
COCA-COLA NRB 250ML	1,750	445	3
MARAI CREAM BRST 150	9,574	841	7
MARAI JUICE MANGO 20	552	285	2
MARAI JUICE MANGO 16	775	400	2
MARAI JUICE NIK FRU	1,481	537	4
MARAI MILK PP 500ML	570	220	2
NUTELLA CHOCO SPREAD	2,450	185	15
STRAWBERRY LISA	16,315	545	29
TOMATO POLY LOCAL 4	26,904	3,832	7

Understand the customer's affinity to products

### Conversion Rate

Year Name: YR-2014 | Province Name: Alberta

Store Name	No of Transaction	No of footfalls	Conversion Rate
Alans notrills	21,683	542,075	4%
Rob's notrills	28,333	708,325	4%

Understand effectiveness of marketing campaigns

Achieve greater transparency and visibility into multiple business areas - saving you time and money in manual information processing.

# Get Instant Answers To 10 Most Critical Business Questions

Once data from all your business applications is consolidated in to the Analyze2RealizePro data warehouse, it now contains a treasure trove of information about your markets, customers, operations and finance, which you can harness to achieve your business goals. Armed with data at your fingertips, you can now optimize store operations, increase revenues, prevent shrink, and respond quickly to customer needs and market trends.

Which items have been running out stock frequently?

Which are my top and bottom product categories?

What the customers' behaviour towards my products?

What is the conversion rate across my stores?

Based on the affinity which products should I stock and upsell?

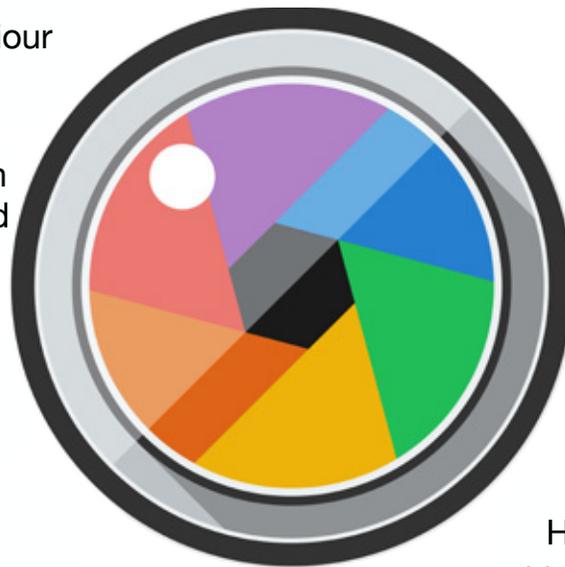
How can I entice customers to buy something additional?

How is my sales performance across stores?

Which are the best times to run a promotion?

What is the sales during different times of the day?

How did my promotions perform in the past?



Is my staffing adequate during peak hours and promotions?

Which are my best performing stores?

Want to find out how our Retail Analytics System in a Box can help you optimize store operations, increase revenues, prevent shrink and respond quickly to customer needs and market trends? Contact [a2rpro@baconsultinggroup.com](mailto:a2rpro@baconsultinggroup.com) or **289-339-3116** to schedule a demo.