

# The Intelligent Retail Revolution

Today's retail environment is more competitive than ever and the power has now shifted to the consumers. Be it a big box store, boutique, or e-retailer, consumers can make buying decisions in a jiffy—with access to data. Retailers too can now act as fast as their customers and take actions, powered by real-time data analytics.

## The Analytics Effect

Because better insights lead to better decisions.



### Using Analytics to Stay Ahead

#### Store Operations

Quickly access real-time sales and inventory information.



#### Customer Engagement

Instant access to customer data to deliver superior, personalized customer service.



#### Merchandizing Optimization

Helps merchants optimize how they stock, place, and price products. Also eliminates inventory distortion and boosts same-store sales.



#### Loss Prevention

Reporting and predictive analytics to monitor, detect, and take action against inventory loss due to fraud, employee error, and theft.



#### Supply Chain Management

Real-time visibility into retailers' supply chains, so they can make faster, smarter decisions.



### Big Data, Big Decisions

Retailers use data analytics to support strategic decision-making such as:



CUSTOMER INSIGHTS



BRAND AND PRODUCT MANAGEMENT



PRICING DECISIONS



MARKET EXPANSION

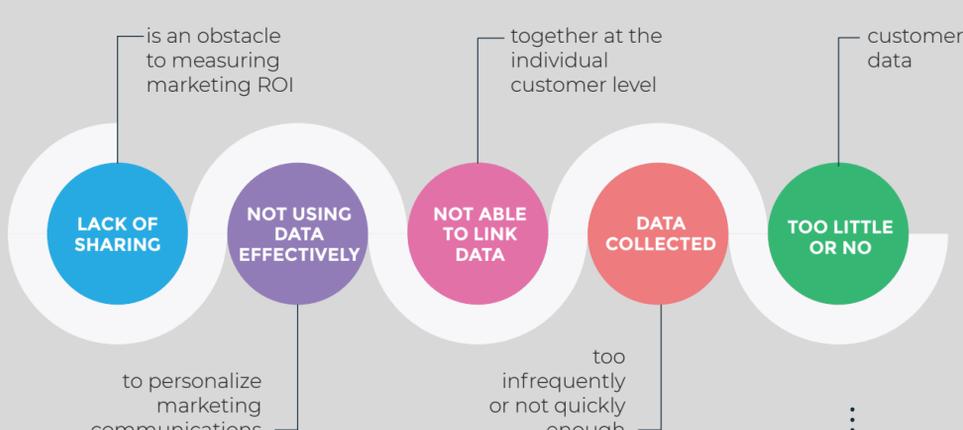


OPERATING MODEL OPTIMIZATION



PORTFOLIO RATIONALIZATION

### The Challenges to Using Big Data in Retail



### Take the Step. Analytics is just a Formality

Our digital decisioning platform, DecisionMines™, empowers business leaders to make informed decisions by synthesizing the Art of Judgment and the Science of Data. We move beyond investing in the basic blocks of predictive analytics, discovery, and automation. With DecisionMines™, we pivot data to determine which pieces of data to actually gather

and turn them into informed decisions.