

Simplify Analytics



RETAIL PRODUCT BROCHURE

Simplify Analytics is a retail analytics platform. It helps retailers track business KPIs & provides quick win insights to grow their business. Advanced analytics based insights are provided for managing loyalty, campaigns, categories, assortment, promotion, inventory, vendor & data monetization.

CHALLENGES IN RETAIL ANALYTICS



LONG TIME TO DEVELOP

Analytics solutions take a lot of time to develop and longer to customize



UNRESPONSIVE TO BUSINESS CHANGES

Difficult to update with changes in business requirement



INTEGRATION CHALLENGES

Analytics is done in silos with multiple tools & teams



HIGH COSTS

Expensive analytics tools and data scientists/ statisticians

So we created **Simplify Analytics**

- It is a collection of web applications providing analytics based insights
- This is a retail specific application and not generic
- Business managers use interactive web dashboards for decision making
- Dashboards provide – operational, tactical & strategic insights
- Application is plug-n-play and connects to your data easily
- It can be configured & customized to suit your needs very quickly
- Single platform with data handling, advanced analytics & dashboards

OUR OFFERINGS

BASE
PACKAGE



6 ADD ON
PRODUCTS

BASE PACKAGE – “INSIGHT ACCELERATOR”

“INSIGHT ACCELERATOR” will help you become proactive & take informed business decisions on an ongoing basis

It provides you each month with 2 types of insights -

- **Business Health Check** provides key retail metrics and monthly/weekly trends. A single point of reference for key stakeholders.
- **Quick Wins** across 4 aspects of business - customer, category, promotion & store.

STEP 01

SETUP & PROCESS AUTOMATION

- Platform setup, data mapping and data import.
- Platform set up on cloud (preferred) or on premises
- Monthly refresh
- Process automation from data retrieval and insight generation to report/dashboard dissemination.

Tasks are done using multiple modules/apps that use advanced analytics engine and robust data management



STEP 02

CONFIGURE ANALYTICS APPLICATIONS

- Configure Data Load & Validation application
 - Loads data into cloud/local servers
 - Multiple data validation rules to ensure good data health
- Configure Performance Management application
 - Calculates **multiple KPIs** at various levels of granularity and store them at regular intervals.
 - **Quick Wins**: Find answers to predefined set of questions (customizable) and provide actionable insights.

Insights are obtained in user friendly interactive dashboards accessible in any web browser



STEP 03

ACTIVATE INSIGHT DASHBOARDS

- Data load & validation dashboard
- Management dashboard.
 - Overall KPI performance & trends
 - Tops & Flops
 - Quick wins across customer, category, promotions and stores

6 ADD ON PRODUCTS

01

CUSTOMER MANAGEMENT

A comprehensive solution to manage, track, monitor & communicate your customers. Helps you to build strategies and take necessary actions based on the customer behaviour and profile.

02

CATEGORY MANAGEMENT

Helps you to measure and track product performance and analyse category behaviour. Optimize product mix along with category width and depth using advanced statistical techniques.

03

SPEND MANAGEMENT

Evaluates promotion effectiveness and promotion ROI. Helps you to simulate & realize the best promotions to run in a particular month.

04

INVENTORY MANAGEMENT

Helps you to reduce your inventory costs and product shrinkage. Provide category and product forecasts, safety stock measures and manages supply-demand gap.

05

VENDOR MANAGEMENT

Helps you to measure vendor performance across multiple KPIs. Build strategies and take necessary action based on recommendations.

06

DATA MONETIZATION

Make money from your insight enabled loyalty data, by sharing it with your vendors.



REDUCED TIME TO ACTION

Faster build. Customize easily with changing business needs.

SCALABLE

Geared for Big data. Scale infrastructure with maturity

BEST PRACTICES

Best in class frameworks. Choose from multiple modelling techniques.

INTEGRATED ANALYTICS

Pre-defined modules cover all business aspects. New modules can be added

PLUG-N-PLAY

Map your data & use the modules to get insights

ZERO CODING ENVIRONMENT

Configure analytics modules without writing any code. No manual error.





“ONE STOP SOLUTION TO BUILD YOUR ENTIRE ANALYTICS ECOSYSTEM”





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