

It's time for a new **MFP**
Roadmap

Anaplan Retail Power Series



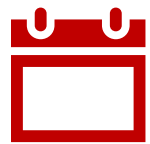
Bob Debicki
Anaplan
Sr. Director, Global CPG & Retail Industry Solutions
BOPIS Superhero

Jared Dolich
Retailitix
Retail Master Anaplaner
BORIS Antagonist

Retail Anaplan Group Power Series

August 2022 Power Series | MFP Roadmap

Retail  **Anaplan**



Agenda

Power Series

- I. Introductions
- II. MFP Dissonance
- III. Anaplan Demo
- IV. Customer Experiences
- V. Question & Answers

Introductions

5 Min

Bob & Jared
Warm-ups

MFP Story

10 Min

Retail Planning Size
Current Events
Use Cases

Demos

15 Min

Demonstration in
Anaplan

Customer Stories

10 Min

What did you think?

Q & A

5 Min

What did you think?



Is this a thing?



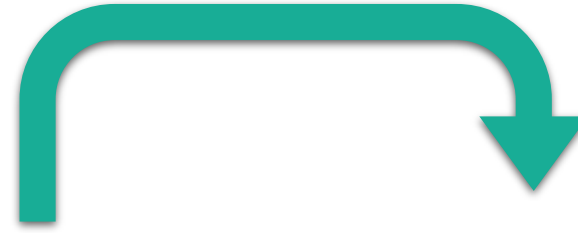
RAG | <https://community.anaplan.com/t5/Retail/gh-p/Retail>



Retail UAG - Get Started | Welcome

Navigation: Retail UAG Home | Forum | Get Started - Content
DirectoryGet StartedWelcome to the Anaplan Retail User's Group. Use this article to navigate to all the content. See something that's ... [Read Full Article](#)

Retail  Anaplan



Navigation

- Retail Forum
- About
- Upcoming Events
- Important Links – Getting Started
- Important Links – Retail
 - Best Practices
 - Strategy

Content

- 445 Calendars
- Customer Lifetime Value
- Forecasting Methods for Retail
- Forward Weeks of Supply
- Inventory Balance Sets
- Lock & Spread on Rates
- Retail Business Case for Anaplan

The Retail Industry is Booming



Global retail sales are estimated to reach **\$29 trillion** by 2025*



Tremendous growth is occurring in both traditional and non-traditional retail formats



Department
Convenience
Supercenter
Specialty
Luxury
Grocery
Discount
Drugstore

Outlet
Kiosk
Affiliate
Consignment
Subscription
Concession
Store-in-store
Shoppable media

Ecommerce
Omnichannel
Softlines
Hardlines

The Retail industry is here to stay

Strategic Trends

- Opening Stores (traditional e-commerce – shipping, returns*, cost of acquisition)
- “Inventory Apocalypse” Inventory is the enemy of every retailer in the world – Mickey Drexler
- New Retail Format: Popshelf, five below (Mix of dollar stores, home goods, convenience)
- LARP - Live Action Role Playing (Disney, Renaissance Faires, Universal Studios, Comicon, Star Wars)
- Build to Order
- Sustainable (everlane, rothys)
- Personal Branding (gen z Collusion exclusive to asos)

Planning Response

- Testing (alternate hierarchies, what-if, scenarios)
- Cross channel selling
- Finance and merchandising integration
- Assortment planning
- Nice to have – optimization (price, assortment, micro-marketing)

*up from 11% 2020 to 17% in 2021, \$760 billion - Study by NRF and Appriss retail ⁵



Opportunity awaits



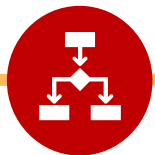
Legacy planning solutions are no match for rapidly changing global conditions

We need a way to change the process regularly

And keep merchandising, operations, finance, and supply chain connected

- Pandemic
- Supply Chain Issues
- Climate Change
- Inflation
- War
- Politics
- Income Disparities
- Racial Tensions
- Rising Energy Prices
- Natural Disasters

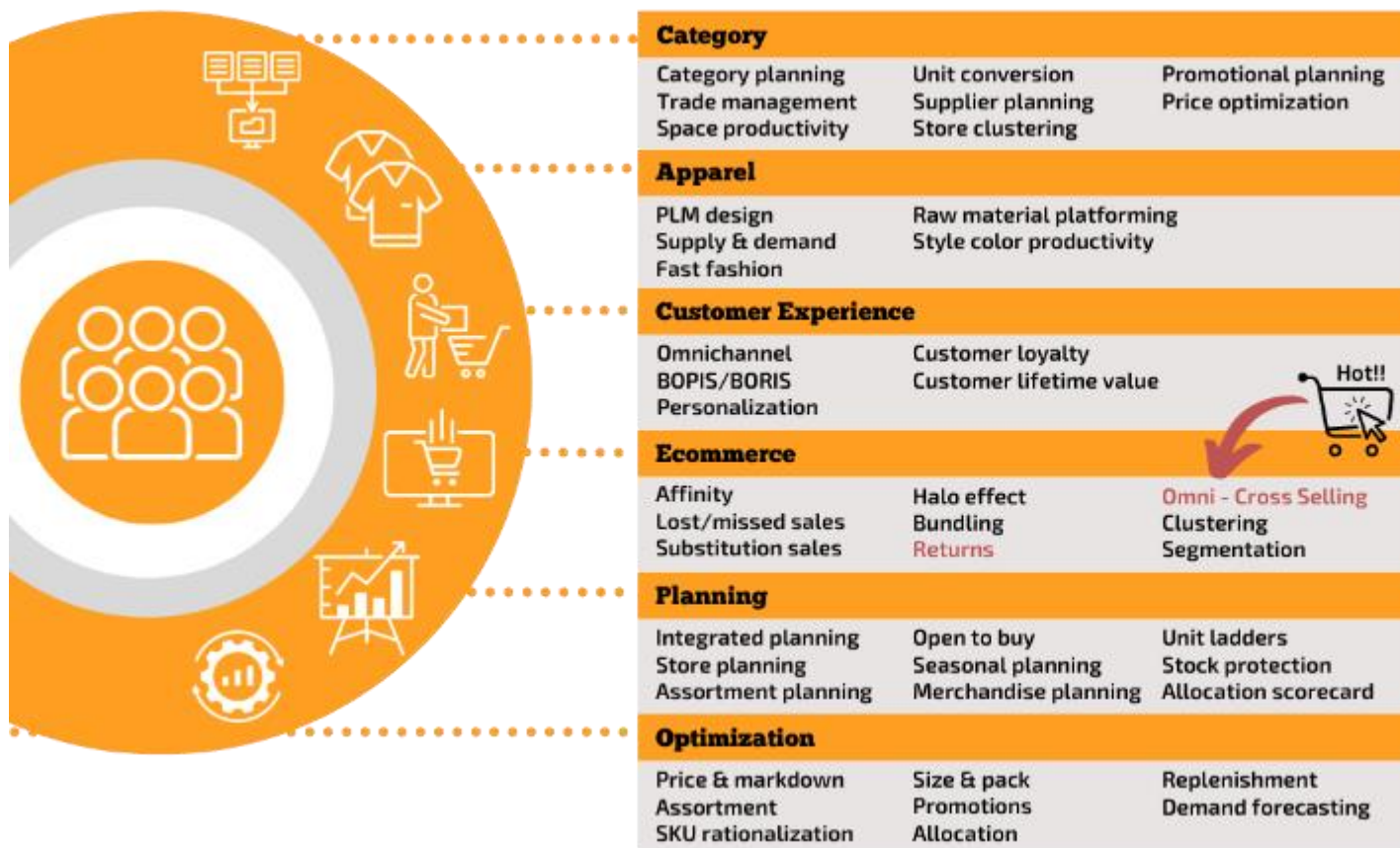




Use case explosion



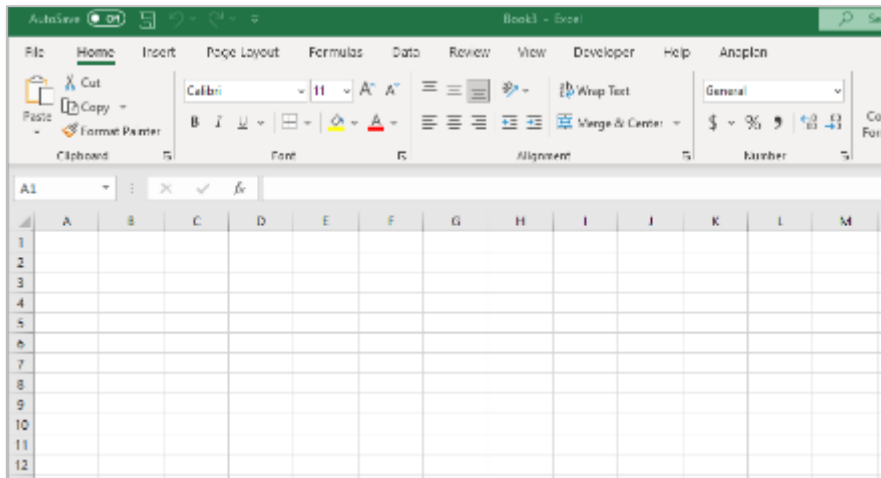
New use cases show up every day. What planning solution can **spin these up in days or weeks?**



What is a planning platform?



New Worksheet

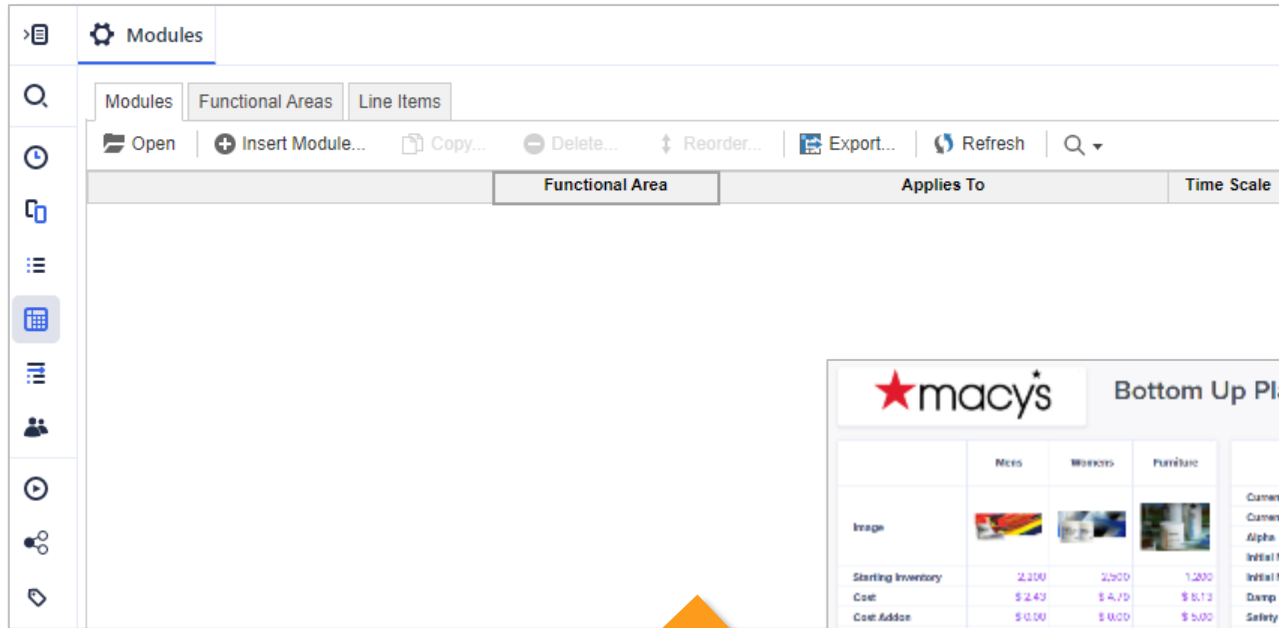


Configured!



What is a planning platform?

New Model



Configured!



Demos

- Retail Method (MFP)
- Unit Conversion
- Assortment Planning
- Anaplanwich

Charlie “Lily” Paws

CEO, Unicorn Candy Company

UAT Accepted Solution for

- L1 | FP&A
- L2 | Supply Chain
- L3 | Sales Performance Management



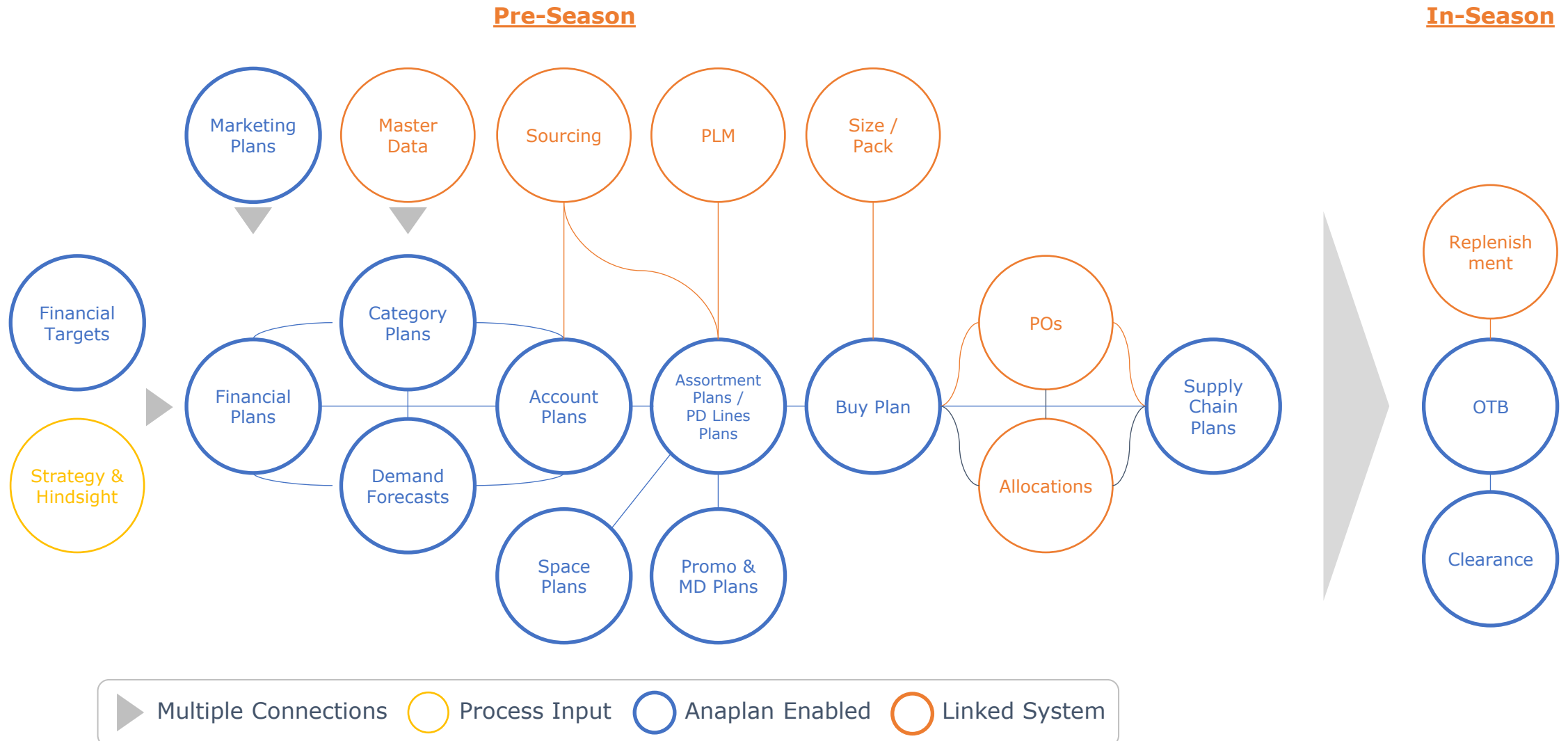
How to Get Started

KISS – Keep it Simple! You can always add later.

- Start with pre-season or in-season to establish a baseline
- Include demand planning / forecasting at the aggregate level
- Start driving down to the lowest plannable level (like SKU or Style Color)
- Roadmap
- Data Hub
- Center of Excellence
- Community

Customer Examples

Major American Designer and Marketer of Children's Apparel



Customer Examples

American Chain of High-End Department Stores





It's time for a new **MFP**
Roadmap

Thank You!!
Let's keep in touch



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Appendix

Demo – MFP Retail Method

<

CAT_42_Retail Inventory Method Worksheet

NA | Outlet

Lipstick

Reset

Find...

	Feb 21	Mar 21	Apr 21	Q1 FY22	May 21	Jun 21	Jul 21	Q2 FY22	Aug 21	Sep 21	Oct 21	Q3 FY22	Nov 21	Dec 21	Jan 22	Q4 FY22	FY22
STARTING INVENTORY																	
Starting Inventory RTL	\$ 8,795																
Starting Inventory CST	\$ 5,683																
IMU %	35.38%																
RETAIL VALUATION																	
Beginning Onhand RTL	\$ 8,795	\$ 10,408	\$ 12,024	\$ 8,795	\$ 13,634	\$ 15,003	\$ 16,444	\$ 13,634	\$ 17,993	\$ 19,326	\$ 20,858	\$ 17,993	\$ 22,393	\$ 23,852	\$ 25,125	\$ 22,393	\$ 8,795
Receipts RTL	\$ 4,954	\$ 5,228	\$ 5,235	\$ 15,417	\$ 5,035	\$ 5,168	\$ 5,170	\$ 15,373	\$ 5,044	\$ 5,135	\$ 5,202	\$ 15,381	\$ 5,059	\$ 4,977	\$ 5,101	\$ 15,137	\$ 61,308
Markups	\$ 132	\$ 131	\$ 131	\$ 394	\$ 136	\$ 132	\$ 134	\$ 402	\$ 133	\$ 135	\$ 133	\$ 401	\$ 136	\$ 132	\$ 137	\$ 405	\$ 1,602
Goods Available for Sale RTL	\$ 13,881	\$ 15,767	\$ 17,390	\$ 24,606	\$ 18,805	\$ 20,303	\$ 21,748	\$ 29,409	\$ 23,170	\$ 24,596	\$ 26,193	\$ 33,775	\$ 27,588	\$ 28,961	\$ 30,363	\$ 37,935	\$ 71,705
MD Perm	\$ 257	\$ 264	\$ 256	\$ 777	\$ 255	\$ 259	\$ 265	\$ 779	\$ 256	\$ 255	\$ 258	\$ 769	\$ 257	\$ 255	\$ 255	\$ 767	\$ 3,092
MD POS Discounts	\$ 14	\$ 14	\$ 14	\$ 42	\$ 14	\$ 14	\$ 14	\$ 42	\$ 14	\$ 14	\$ 14	\$ 42	\$ 14	\$ 14	\$ 14	\$ 42	\$ 168
MD MOS	\$ 64	\$ 65	\$ 63	\$ 192	\$ 62	\$ 64	\$ 62	\$ 188	\$ 62	\$ 64	\$ 64	\$ 190	\$ 63	\$ 64	\$ 62	\$ 189	\$ 759
MD Total	\$ 335	\$ 343	\$ 333	\$ 1,011	\$ 331	\$ 337	\$ 341	\$ 1,009	\$ 332	\$ 333	\$ 336	\$ 1,001	\$ 334	\$ 333	\$ 331	\$ 998	\$ 4,019
Sales RTL	\$ 3,138	\$ 3,400	\$ 3,423	\$ 9,961	\$ 3,471	\$ 3,522	\$ 3,414	\$ 10,407	\$ 3,512	\$ 3,405	\$ 3,464	\$ 10,381	\$ 3,402	\$ 3,503	\$ 3,462	\$ 10,367	\$ 41,116
Total Reductions RTL	\$ 3,473	\$ 3,743	\$ 3,756	\$ 10,972	\$ 3,802	\$ 3,859	\$ 3,755	\$ 11,416	\$ 3,844	\$ 3,738	\$ 3,800	\$ 11,382	\$ 3,736	\$ 3,836	\$ 3,793	\$ 11,365	\$ 45,135
Ending Onhand RTL	\$ 10,408	\$ 12,024	\$ 13,634	\$ 13,634	\$ 15,003	\$ 16,444	\$ 17,993	\$ 17,993	\$ 19,326	\$ 20,858	\$ 22,393	\$ 22,393	\$ 23,852	\$ 25,125	\$ 26,570	\$ 26,570	\$ 26,570
COST VALUATION																	
Beginning Onhand CST	\$ 5,683	\$ 6,627	\$ 7,519	\$ 5,683	\$ 8,365	\$ 9,276	\$ 10,086	\$ 8,365	\$ 11,039	\$ 11,898	\$ 12,774	\$ 11,039	\$ 13,629	\$ 14,604	\$ 15,528	\$ 13,629	\$ 5,683
Receipts CST	\$ 3,155	\$ 3,233	\$ 3,150	\$ 9,538	\$ 3,262	\$ 3,177	\$ 3,257	\$ 9,696	\$ 3,225	\$ 3,166	\$ 3,167	\$ 9,558	\$ 3,263	\$ 3,294	\$ 3,259	\$ 9,816	\$ 38,608
Goods Available for Sale CST	\$ 8,838	\$ 9,860	\$ 10,669	\$ 15,221	\$ 11,627	\$ 12,453	\$ 13,343	\$ 18,061	\$ 14,264	\$ 15,064	\$ 15,941	\$ 20,597	\$ 16,892	\$ 17,898	\$ 18,787	\$ 23,445	\$ 44,291
Cost of Goods Sold	\$ 2,211	\$ 2,341	\$ 2,304	\$ 6,856	\$ 2,351	\$ 2,367	\$ 2,304	\$ 7,021	\$ 2,367	\$ 2,289	\$ 2,313	\$ 6,969	\$ 2,287	\$ 2,371	\$ 2,347	\$ 7,005	\$ 27,851
Ending Onhand CST	\$ 6,627	\$ 7,519	\$ 8,365	\$ 8,365	\$ 9,276	\$ 10,086	\$ 11,039	\$ 11,039	\$ 11,898	\$ 12,774	\$ 13,629	\$ 13,629	\$ 14,604	\$ 15,528	\$ 16,440	\$ 16,440	\$ 16,440
KPIs																	
CMU %	36.33%	37.47%	38.65%	38.65%	38.17%	38.66%	38.65%	38.65%	38.44%	38.76%	39.14%	39.14%	38.77%	38.20%	38.13%	38.13%	38.13%
Margin	\$ 927	\$ 1,059	\$ 1,119	\$ 3,105	\$ 1,120	\$ 1,155	\$ 1,110	\$ 3,386	\$ 1,145	\$ 1,116	\$ 1,151	\$ 3,412	\$ 1,115	\$ 1,132	\$ 1,115	\$ 3,362	\$ 13,265
Margin %	29.53%	31.16%	32.68%	31.17%	32.28%	32.80%	32.52%	32.53%	32.62%	32.77%	33.24%	32.87%	32.76%	32.32%	32.21%	32.43%	32.26%
Cumulative Inventory RTL	\$ 19,203	\$ 31,227	\$ 44,861	\$ 44,861	\$ 59,864	\$ 76,308	\$ 94,301	\$ 94,301	\$ 113,627	\$ 134,485	\$ 156,878	\$ 156,878	\$ 180,730	\$ 205,855	\$ 232,425	\$ 232,425	\$ 232,425
Average Inventory RTL	\$ 9,602	\$ 10,409	\$ 11,215	\$ 11,215	\$ 11,973	\$ 12,718	\$ 13,472	\$ 13,472	\$ 14,203	\$ 14,943	\$ 15,688	\$ 15,688	\$ 16,430	\$ 17,155	\$ 17,879	\$ 17,879	\$ 17,879

Quick links

Item Plan

Home

Additional insights

Drivers

Current Month

Feb 21

Scenario to Use

Baseline

Version to Use

Current Plan

Scenario Management

Create Scenario

Clear all Scenarios

Delete Scenario

Demo – Assortment Planning



Assortment Management

[Ladders >](#)

[Markdown Planning >](#)

Step 1 - Hindsight

Current Assortment



LY Margin %











58.1%

LY AUR

\$ 17.90

LY Margin Capture %

95.9%

Women's Beauty Lipstick													
	Image	MSRP Price	Landed Cost	Margin %	Annual APS	Copy	Pres Min	Inner CSPK	Floor Set	Key Item?	Substitution Confidence	Top Substitution Color	Top Substitution CC
Natural		\$ 12.95	\$ 5.93	54.2%	500	Pressed gently into clay, delicate flowers leave behind intricate impressions on our unique dinner plate. Reactive white glaze coats the plate, revealing the terracott...	14	6	18	<input checked="" type="checkbox"/>	9%		Rose
Beige		\$ 6.95	\$ 3.21	53.8%	800	The clean coupe shape of our Wren dinner plate allows the bold two-tone glaze to get all the attention. "Dipped" in ocean blue surrounded by white, the plate ...	14	6	18	<input checked="" type="checkbox"/>	2%		Peach
Rose		\$ 5.95	\$ 2.65	55.5%	1,000	Contemporary porcelain whiteware represents a fusion of refinement and rusticity. Round slim profile takes on organic overtones with freeform rims an...	14	4	16	<input type="checkbox"/>	8%		Natural
Pink		\$ 9.95	\$ 4.95	50.3%	1,250	Artisanal ceramic shapes are glazed a soft white with subtle hand-antiquing on the freeform rims. The durable stoneware is sturdy enough for use every day...	14	4	16	<input checked="" type="checkbox"/>	1%		Beige
Peach		\$ 4.95	\$ 2.15	56.6%	1,500	Crisp white oversized coupe shape in durable porcelain goes casual for everyday, or sophisticated for formal dinners. Microwave- and oven-safe, our ...	14	12	24	<input type="checkbox"/>	4%		Orange

Demo – Anaplanwich

Step 1











Enter the material properties

Finished Product | The Anaplanwich

WIP | The Anaplanwich

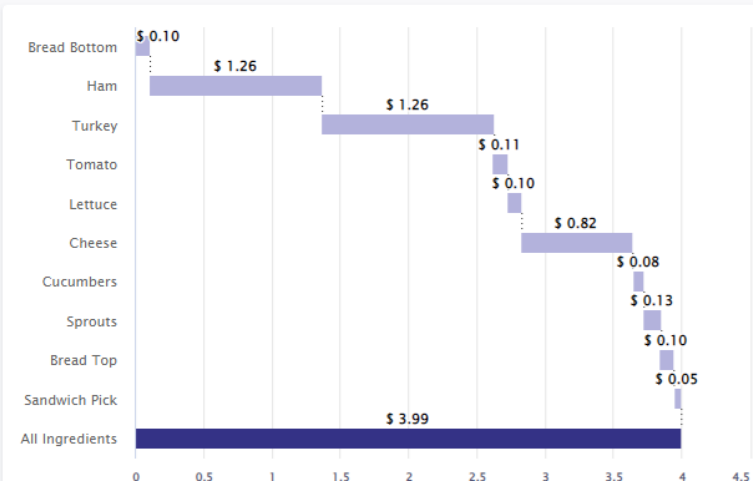


Raw Materials

	Bread Bottom	Ham	Turkey	Tomato	Lettuce	Cheese	Cucumbers	Sprouts	Bread Top	Sandwich Pick	All Ingredients
Finished Product	Anaplanwich	Anaplanwich	Anaplanwich	Anaplanwich	Anaplanwich	Anaplanwich	Anaplanwich	Anaplanwich	Anaplanwich	Anaplanwich	
Include?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Single Image											
Leadtime	1	4	4	2	2	7	2	2	1	4	
Quantity	0.05	4.00	4.00	0.20	0.10	2.00	0.20	0.10	0.05	1.00	
Cost per UOM	\$ 1.75	\$ 0.30	\$ 0.30	\$ 0.50	\$ 0.80	\$ 0.40	\$ 0.35	\$ 1.20	\$ 1.75	\$ 0.05	
UOM	Eaches	Ounces	Ounces	Eaches	Eaches	Ounces	Eaches	Eaches	Eaches	Eaches	
Waste Factor	10.0%	5.0%	5.0%	8.0%	20.0%	2.0%	10.0%	5.0%	10.0%	0.0%	
Cost	\$ 0.10	\$ 1.26	\$ 1.26	\$ 0.11	\$ 0.10	\$ 0.82	\$ 0.08	\$ 0.13	\$ 0.10	\$ 0.05	\$ 3.99

Step 2

Select Stores by Day



	001 St. Louis Park	002 Minnetonka	003 Edina	004 Minneapolis North	005 Minneapolis South	006 St. Paul	007 Brooklyn Park	008 Plymouth	009 Burnsville	010 Woodbury
1 Jul 21	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
2 Jul 21	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
3 Jul 21	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
4 Jul 21	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
5 Jul 21	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
6 Jul 21	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
7 Jul 21	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Select? ▾

Tops Down | GMM

Finance develops a **monthly plan** that I am accountable to deliver. They consolidate the figures from SAP BPC and consolidate them by **merchandise group** in our data lake. As one of the RIX GMM's I want to take the plan figures as well as last year's results and import them into Anaplan so I may provide top line guidance to my **category planning team**.

Stories

- 1.1 I want to **Import the financial plans as a baseline** to establish a starting point for establishing the sales, margin, margin percentage, and inventory turnover at cost. Provide the ability to override the goal by division and let me know using conditional formatting if my merchandise group still balances to the plan provided by finance.
- 1.2 The baseline budget and the stretch goal should be **proportionally allocated** to each division based on last year results.
- 1.3 I want to establish a **stretch goal for each KPI by division** for bonus purposes using a percentage increase to sales and margin. Margin percentage and turnover stretch goals I will manually enter.



General Merchandise Manager
J. Stephen Dolyers

Reconciliation, In-Season, and Receipts | GMM & DMM

We want the ability to see how the **bottom-up plans match up with the tops-down plan**.

Stories

2.1 We want to **compare top down** divisional plans **with bottom-up** divisional plans. Highlight the differences and provide an overall merchandise group perspective.

2.2 We also want an **in-season** perspective that compares the original plan, the current forecast, and the prior forecast, always looking at the last elapsed month plus the next three months out. Show us the four-performance metrics: sales, margin, margin percentage, and inventory turnover at cost. Once the bottom-up plan is approved, we want to map the forecasts to accounting's cost centers so they can use them for their **consolidated P&L**.

2.3 In addition to the performance metrics, we also want you to calculate the **open receipts** for each category for each of the four months.



General Merchandise Manager
J. Stephen Dolyers



Divisional Merchandise Manager
J'Ana Stebetracjea

Bottoms Up Planning | Category Manager

Category Manager Stories

Stories

- 3.1 Planogram KPIs (Space Allocation).** From our Space Planning application I want to have all our selling square footage, planning SKUs, and brands aggregated by category. Each category will then have productivity KPIs created: performance metrics in the numerator and these space planning metrics in the denominator. For example, sales per selling square foot. For Inventory, we want to see all the inventory to support the presentation plus safety stock (from space management)
- 3.2 Store Clustering.** From our assortment planning application I want to import the demographic and selling footprint store clusters so we may further refine our plans. Each cluster should contain the store count so we can calculate a per store KPI.
- 3.3 Scenario Planning.** I want the ability to try different scenarios and submit the approved scenario to our space planning and assortment planning applications. I want the ability to use placeholder categories in case I don't know exactly which ones I will be using. I will change the drivers (traffic, conversion, transactions, AUR) to see the impact.



Category Manager
Jahi Hondo

Bottoms Up Planning | Category Manager

Category Manager Stories

Stories

3.4

Syndicated Data. I would like to compare my category average pricing to that of the competition. I also want to follow my overall market share of the category.

3.5

Category Comparisons and Rankings. Using my category type properties: traffic driver, sponsored, seasonal, convenience. I want to compare and rank the categories using performance metrics and KPIs.

3.6

Reporting. I would like to see a profitability report by category, department, or division. I would also like to see Trade and Promotions broken out so I can see the impact this is having.



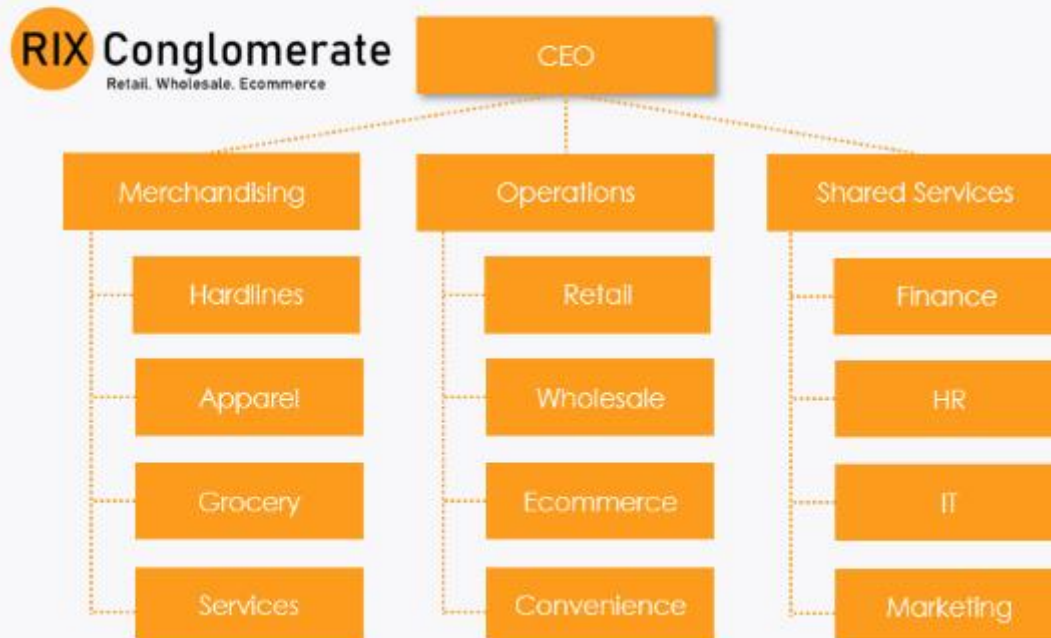
Category Manager
Jahi Hondo

Organizational Structure

RIX Retail Conglomerate

Retailitix Retail is a fictional retail conglomerate created to demonstrate the enablement of critical retail processes in Anaplan

The RIX Retail team is merchant-driven and **organized by product lines**. Each product manager is responsible for **all geographies** and **all sales channels**



Organization



CEO, RIX Retail
Charlie "Lily" Paws



General Merchandise Manager
J. Stephen
Grocery



Divisional Merchandise Manager
J'Ana
Food



Category Manager
Hondo
Snacks

Title Keywords

Planning
Manager
Director
Vice President

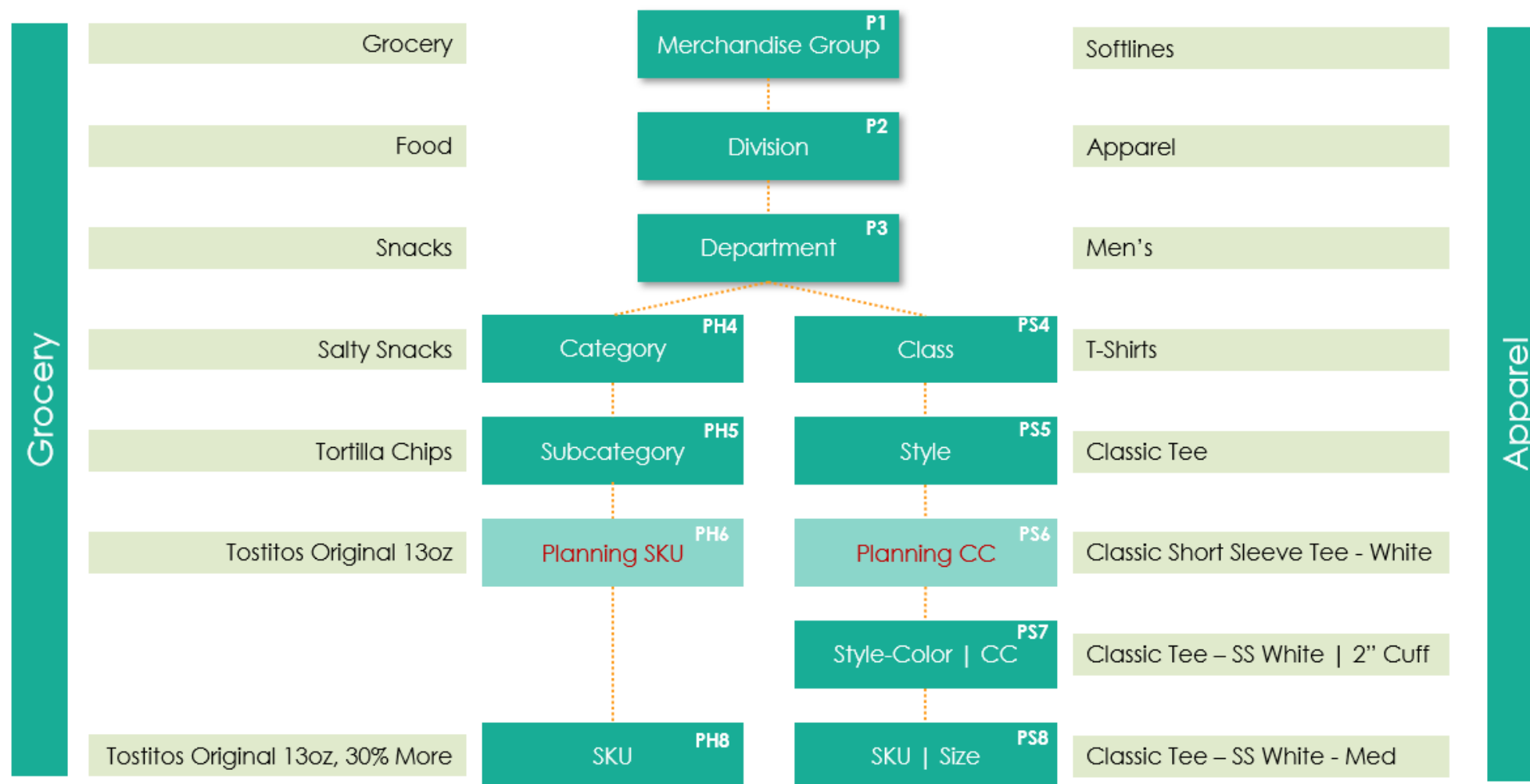
- AVP
- SVP
- EVP

Chief

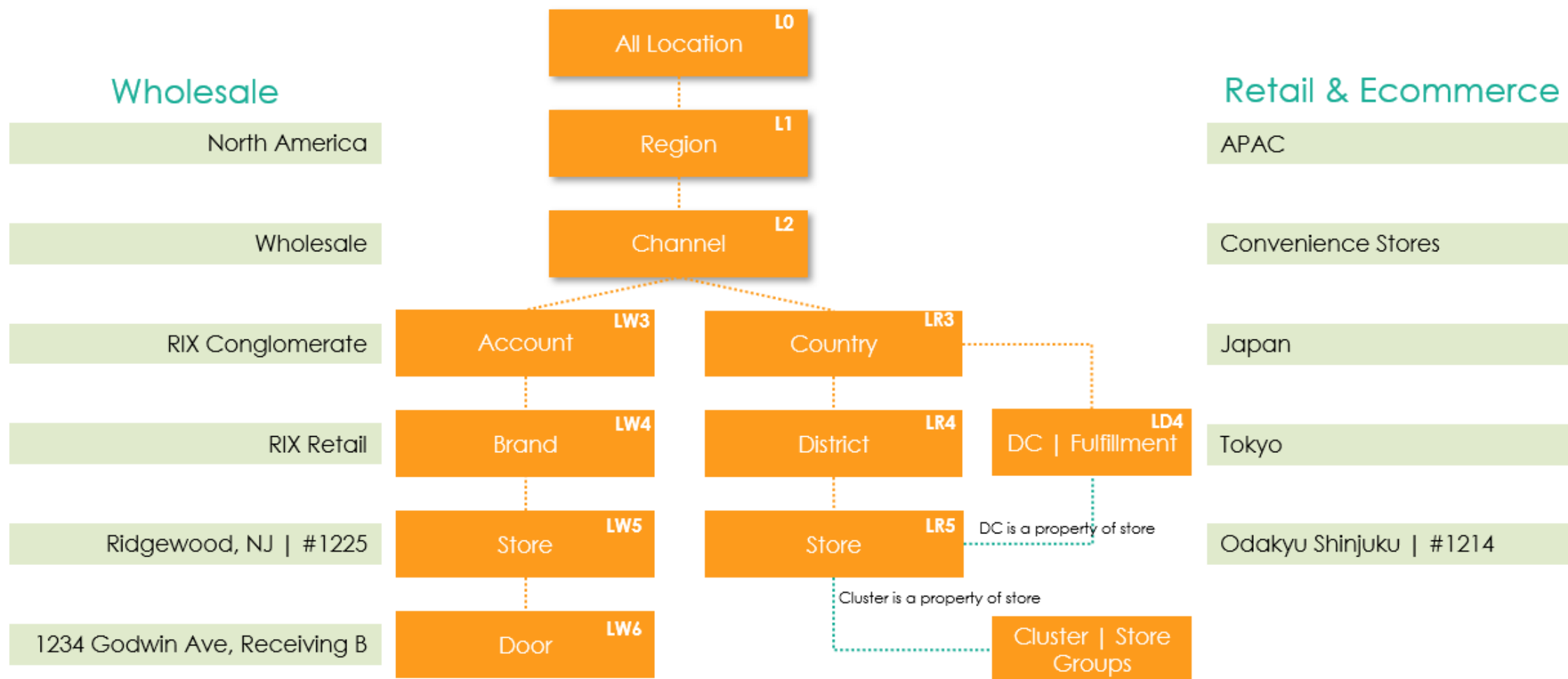
- CEO
- CIO
- CFO
- CMO

Division
Merchandise
Category
MP&A
FP&A
Operations
Finance | Financial
Inventory
Sales
Store
Ecommerce
Wholesale

Product Structure



Location Structure



Conversations

These are the current conversations we are having; big ideas to drive purposeful conversations and pave the way to capture more value from the existing solution portfolio

Digital Transformation

Building adaptive solutions that can learn from the past and will last longer

Machine Learning

Solving intricate business solutions using vast amounts of data to ensure the model can learn

Customer Journey

Walking the client from the first opportunity to interact with the customer to the last

Automation

Designing robots to take over the routine and mundane tasks

Business Intelligence

Understanding and designing data repositories that unlock the most important information about your business

Cloud Computing

Opening up your data to a global network so that relevant data is obtainable

Omni-Channel





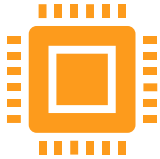



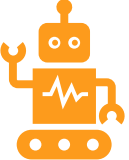












Making sure customers can buy your product anywhere, anytime

The Basics

Sometimes you just need a hand building up your process maturity




























Analysis Techniques

Our team will evaluate the business problem and determine the right analytics

								
A/B Testing	Association Rule Learning	Classification	Cluster Analysis	Crowd Sourcing	Data Fusion	Data Mining	Data Transformation	Ensemble Learning
								
Genetic Algorithms	Machine Learning	Natural Language Processing (NLP)	Neural Networks	Network Analysis	Optimization	Pattern Recognition	Predictive Modeling	Regression
								
Sentiment Analysis	Signal Processing	Spatial Analysis	Statistics	Supervised Learning	Simulation	Time Series Analysis	Unsupervised Learning	Visualization

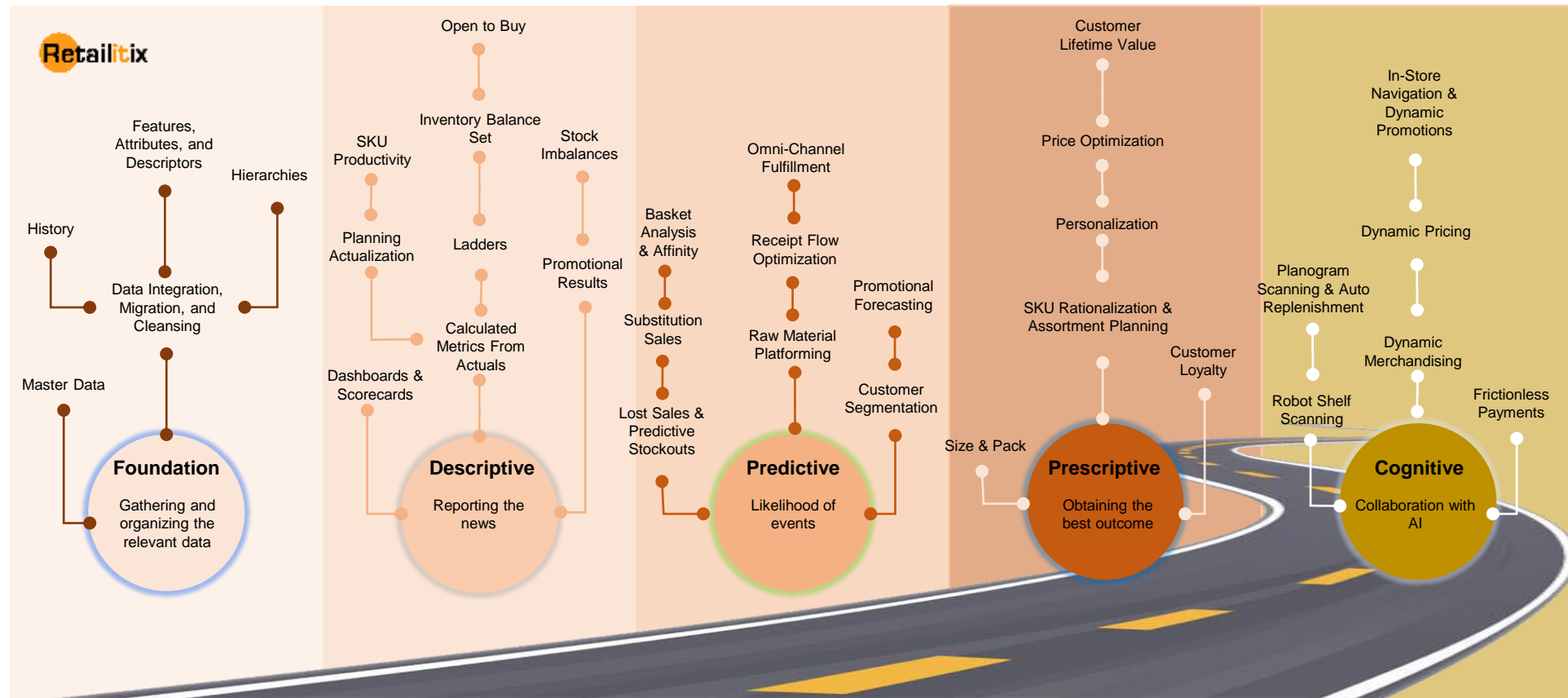
The Toolbox

We build Anaplan solutions that will integrate with your existing solutions and your technology ecosystem to ensure the business case is achieved and supportability is manageable

 Excel	 JavaScript	 D3	 jQuery	 R	 Python	 Anaplan	 Java	 Knime
 Microsoft .NET	 HTML	 CSS	 Power BI	 SQL	 Node.js	 Mongo	 Hadoop	 Perl
 Ruby	 Express	 Angular.js	 MEAN Stack	 LAMP Stack	 AWS	 Azure	 Google Cloud	 Dell Boomi

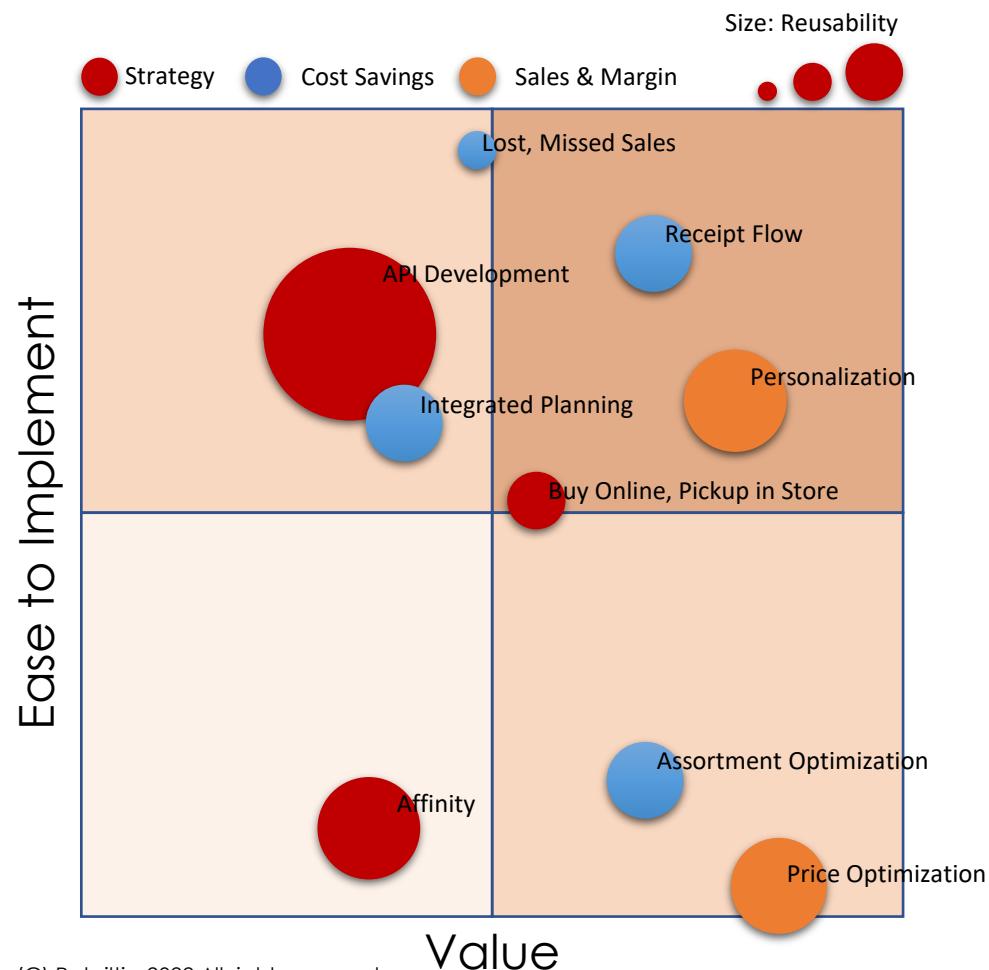
Analytic Maturity

Our team can organize your use cases along an analytic maturity curve and layout an achievable solution roadmap



Prioritization

Retailitix will help you combine use cases with measurable KPIs and align to a business case



					KPIs												
					Sales & Margin								Cost Savings				
					Customer Satisfaction	Sales	Gross Margin \$	Gross Margin %	Conversion	Traffic	UPT	ADT	GMROI	Turnover	Open to Buy	Markdowns (Sell Thru)	Process Unlock
Use Case	Type	Value	Ease	Reuse	X				X		X						
Affinity	Strategy	4	2	5													X
API Development	Strategy	4	7	9	X						X	X			X		
Assortment Optimization	Cost	7	2	4	X				X	X							
Buy Online, Pickup in Store	Strategy	6	5	3									X	X	X		
Integrated Planning	Cost	4	6	4									X	X	X		
Lost, Missed Sales	Cost	5	9	2	X	X	X	X	X		X		X				
Personalization	Revenue	8	7	5	X	X	X	X	X	X			X				
Price Optimization	Revenue	8	1	2		X	X	X				X	X			X	
Receipt Flow	Cost	7	8	4									X	X	X		