

# What Kinds of Retail Data Should You Be Analyzing... and Why?

# The Ecosystem

## Retailers

- Advanced Retail Analytics
- SKU Optimization
- Sourcing Planning Tools
- Supplier Collaboration
- Forecasting
- Door Level Optimization
- Demographic Analysis
- Multi Data Source Integration
- Price Point Evaluation

## Manufacturers

- Increase sales and profitability
- Production Planning
- Track Designs
- Store Insight & Replenishment
- Integrate ERP & POS
- Demand Planning
- Margin Forensics
- Exception Based Reporting
- Media Buys
- Integrate eCommerce KPI's

## Brands/Licensors

- Analyze by Character, Licensee, Category, Property & Item
- Regional Analysis
- Integrate with Census Data
- Track Art, Graphics
- Retail Development/Exclusives
- Find New Product Categories
- Media Buys

# Using Data to Generate More Business at Retail

Results and Analysis

**The Main Event Licensor Case Study**

Enhanced Retail Solutions

## Overview

An integrated media organization and recognized leader in global entertainment creates and delivers original content 52 weeks a year to a global audience across television programming, pay-per-view, digital media and publishing platforms.

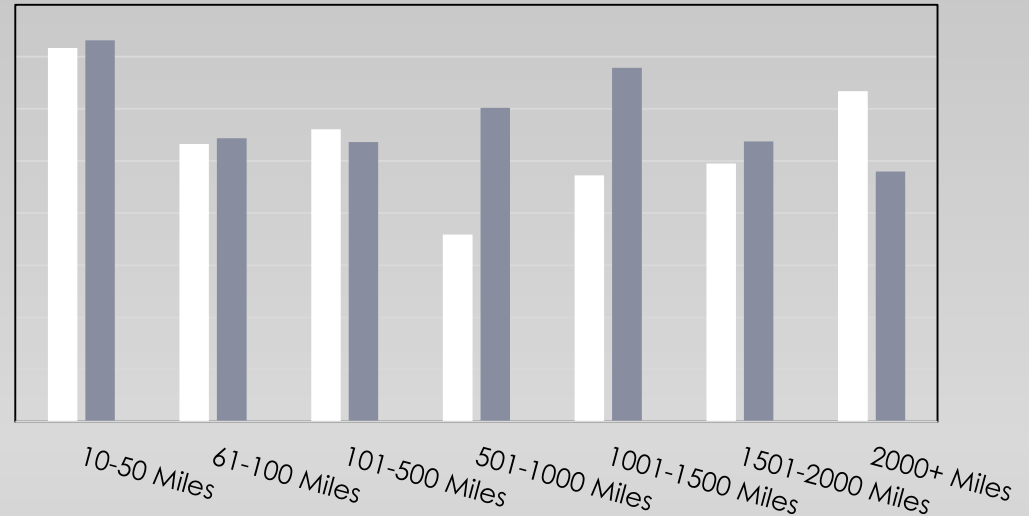
They wanted to track sales around a major event to see if the retailer and licensees had enough product for a long enough time around that event.

***“I might as well go home right now  
because it does not get any better than this!” – SVP Global Licensing***

**Licensee Case Study: Developing and Building a Brand**  
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## Distance from The Main Event - Impact on Store \$/Store/Week

■ Avg Wkly \$ Per Store (TY) ■ Avg Wkly \$ Per Store (LY)

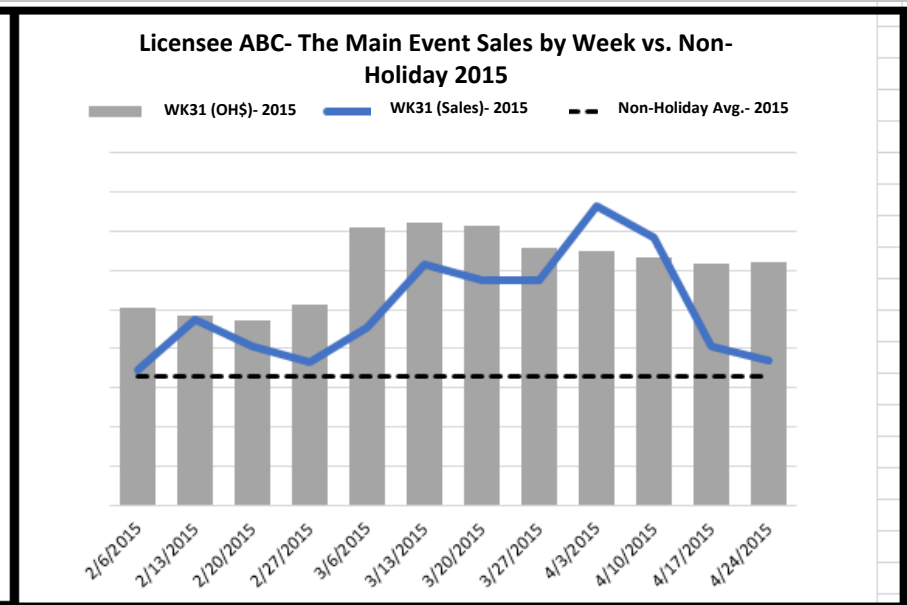
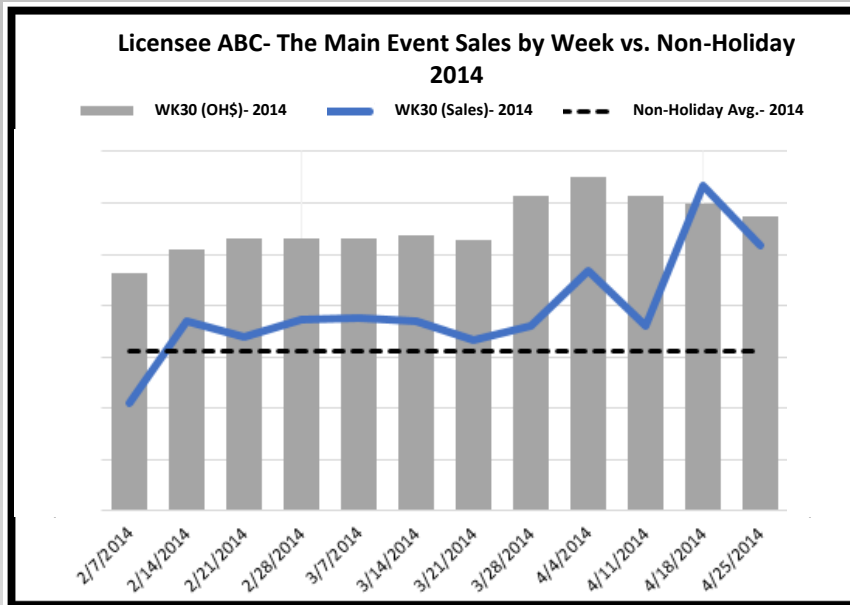


- Plan next year's event in a city that represents a large concentration of stores, in a state that has a strong response to Holiday and promotional periods

- During events, the last 45 miles help improve sales by as much as \$125 per store per week
- However, even when the events are many weeks away, the stores in the Northeast perform strongly
  - This is why you see another bump at the 1000 mile mark LY, and 2000+ mark This Year

## Road to The Main Event- The Last Mile Matters

Enhanced Retail Solutions



- Inventory builds determine the potential of the The Main Event sales lift
- Earlier increases in inventory for Licensee ABC sustained lifts in sales dollars as well
- Sales dollar volume for the 5 weeks during the promotional period were equal in 2015 and 2014.
  - However, in the post period of 6 weeks there were additional units shipped to support selling while 2015 was allowed to sell down on standing inventory only

# When The Main Event Weighs In

Enhanced Retail Solutions

Store Traits		Total	Total	Grade A Stores vs. All Stores	Grade E Stores vs ALL Stores
Trait	Trait Category	Population	Stores	Abs. % Diff	Abs. % Diff
CAUCASIAN MED	ETHNICITY	13,224,521	322	14.71%	-3.78%
OTHER HISP MED	ETHNICITY	7,875,286	216	14.16%	-1.93%
HISPANIC DOM	ETHNICITY	14,552,817	290	9.55%	-3.39%
MEXICAN DOM	ETHNICITY	8,207,669	179	7.36%	-2.00%
AFRICAN AMER MED	ETHNICITY	32,344,170	1130	6.64%	-6.86%
AFRICAN AMER HI	ETHNICITY	11,452,797	426	6.46%	-5.17%
HISPANIC HI	ETHNICITY	13,558,959	398	6.42%	-2.86%
CUBAN/PR MED	ETHNICITY	3,420,866	104	6.11%	-1.37%
CAUCASIAN HI	ETHNICITY	19,413,728	615	5.57%	-5.94%
AFRICAN AMER DOM	ETHNICITY	4,555,363	159	4.18%	-1.64%
OTHER HISP LOW	ETHNICITY	17,550,436	499	3.81%	-3.72%
CUBAN/PR LOW	ETHNICITY	4,456,226	149	3.70%	-1.38%
ASIAN LOW	ETHNICITY	16,730,354	446	3.18%	0.57%
ASIAN MED	ETHNICITY	9,191,232	234	1.27%	-0.92%
MEXICAN HI	ETHNICITY	9,053,336	256	0.56%	-1.89%
AFRICAN AMER LOW	ETHNICITY	22,895,500	779	-1.94%	-2.97%
HISPANIC MED	ETHNICITY	36,062,224	1217	-3.77%	5.86%
MEXICAN LOW	ETHNICITY	18,656,311	673	-4.10%	4.64%
HISPANIC LOW	ETHNICITY	28,018,853	1048	-4.66%	3.14%
MEXICAN MED	ETHNICITY	25,436,017	825	-10.18%	5.46%
CAUCASIAN DOM	ETHNICITY	90,096,493	3686	-24.22%	11.12%

- Compared the demographics of top doors using a standard deviation grade.
- Stores in areas with rural and concentrated populations performed weakest for this event.
- However, mixed ethnicity centers (typically urban) fared much better.
- While Caucasian Dominate stores make up most of this retailers list, there is a target rich environment of select stores representing 167 million potential customers for next season's Event.

# Demographics of Event Shoppers

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2015 Results	BF Item Qty Sold	Max of Ships	% of Total Basket	Customer Basket AUR	Total Basket Dollars
2015 Thursday Total	74,822	177,621	12.9%	\$14.35	\$224.24
2015 Friday Total	40,532	177,621	20.7%	\$10.47	\$140.29
2014 Results	BF Item Qty Sold	Max of Ships	% of Total Basket	Customer Basket AUR	Customer Basket AUR
2014 Thursday Total	104,681	180,767	11.5%	\$13.89	\$216.98
2014 Friday Total	36,127	180,767	18.3%	\$9.91	\$136.66

- For the 2015 Seasonal Event a key product saw a shift in pricing strategy, increasing from \$25 to \$29, and also increasing the margin to the retailer
- Despite the fact that units sold dropped 18% in the same time period, sales dollars sold dropped only 2.3% and gross margin dollars increased by 9%.

- A deeper dive into how this price change affected the customer profile, and how their behavior changed during the two days of the event:
  - A. Customers spent more of their total dollars on client product in 2015 than 2014, choosing to pay the higher price rather than forgo having the item.
  - B. In 2015 customer spent, on average, \$14.35 on Thursday and only \$10.47 Friday. Despite product being 2 or 3 times higher than the average item in their basket item was still a must have.
  - C. The total dollars spent fell from \$224 to \$140 on these two days, but even with almost half the budget on the second day customer dedicated 21% of their total dollars to ensuring they had the product.

# Consumer Market Basket Analysis

Enhanced Retail Solutions

## Holiday 2014 2013, Stores with Largest Growth

- There are ~350 stores where sell through performance increases 300% or more.
- The median store sees a 200% increase in weekly sell throughs (from 3.7% to 14.9%) during the 7 primetime weeks of the holiday.
- States with the most stores, and the most potential include TX,FL,CA,IL,GA,NY, and NV.



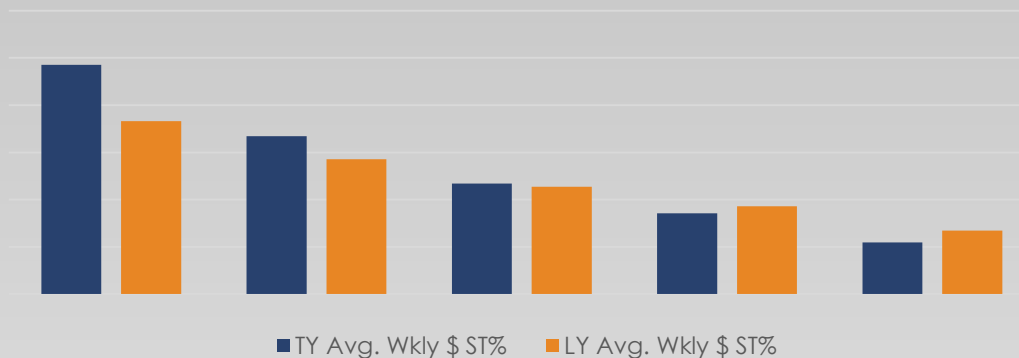
# Holiday at Retailer ABC

Enhanced Retail Solutions

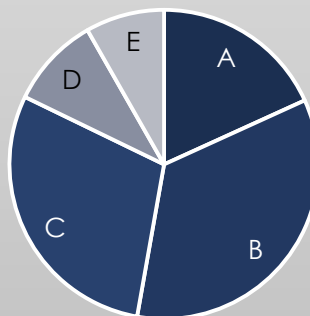
# Holiday 2014 and 2013, Year Over Year Improvement and Notes

- Top Holiday stores improved substantially year over year.
  - Top 200 stores improved by 30% from '13 to '14
- All other store grades also improved or held steady with the exception of worst performers
- Overall, this is positive news. Attention was paid top stores which fed through into improved efficiency even though overall inventory and store counts were less for 2015 than 2014

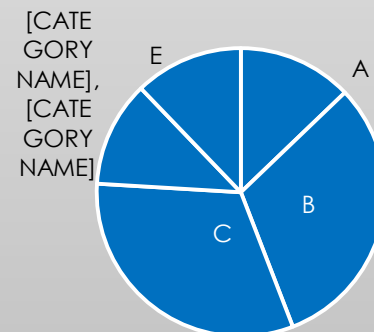
Store Sell Through Performance by Grade



TY % to Total Ship Qty



LY % to Total Ship Qty



# Big Brand Holiday at Retailer ABC

Enhanced Retail Solutions

- Reports by Licensee, Retailer, Category, Style, Character
- Trend Reports
- Confirm/Deny Assumptions
- Estimate Sales Potential & Create Roll Outs
- Feedback loop to licensees
- Enhance product development
- Adjust mix of products
- Adjust assortments
- Better allocation
- Parlay license to other product categories
- Use data to develop stronger exclusives for retailers.

## **Licensors Case Study: Other Action Items**

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# Building A Brand

Results and Analysis

**The Main Event Licensee Case Study**

Enhanced Retail Solutions

## Overview

A global childrenswear manufacturer markets both national and private brand products in department and mid-tier stores. The manufacturer identified an opportunity which resulted in the launch of a \$30 million hybrid brand at a major retailer.

In the end, the launch surpassed the goals and expectations of both retailer and manufacturer due to the use of innovative and non-traditional methods.

## Licensee Case Study: Developing and Building a Brand

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A

## BRAND POSITIONING

ABC will provide Tween fashion collections to Retailer XYZ.

The combination of design, driven by Contemporary fashion, and the power of A#1 Advertising and imagery enables ABC to fill a void in the mid-tier market.

The creative factors behind ABC have enabled it to consistently maintain a high level of fashion credibility in the market. This same strategy will be employed for ABC.

# ABC

Driven by ABC fashion and A#1 Advertising, ABC offers a completely new shopping experience for the consumer who is tuned into fashion-right merchandise.

ABC embraces hip, fashion savvy tweens who are always looking for the latest looks. A powerful combination of great fit and the latest fashion style gives ABC instant appeal.

A

## MERCHANDISE PLANNING

The ABC assortment includes 4 distinct planning segments that enable the sales floor to consistently maintain the brand feel and keep fresh fashion coming. They include:

**BASE** - Jeans & Jacket in multiple washes/finishes with emphasis on fit.

**QUICK TURN** - Fashion-right tops and bottoms

**COLLECTION** - Theme-Driven merchandise that fits a specific fashion mood.

**NOW** - Items driven by current fashion trends.

B

## PLAN SEGMENT BREAKDOWN

BASE:	15%	Jeans & Jacket
QUICK TURN:	30%	Bottoms/Tops
COLLECTION:	45%	Theme-Driven
NOW:	10%	Fashion Updates

B

## PRICING STRATEGY

Category	Retail Price Range
Bottoms	\$19.99 - \$24.99
Jackets	\$26.99 - \$29.99
Tops	\$14.99 - \$24.99
Skirts	\$16.99 - \$21.99

C

## RETAIL SALES FORECAST

Segment	% to Total	Sales \$
Base	15%	\$4.5M
Quick Turn	30%	\$8.9M
Collection	45%	\$13.4M
NOW	10%	\$3.0M
<b>TOTAL</b>		<b>\$29.8M</b>

Category:

Bottoms	45%	\$13.4M
Jackets	10%	\$3.0M
Tops	30%	\$8.9M
Skirts	15%	\$4.5M
<b>TOTAL</b>		<b>\$29.8M</b>

C

## YEAR 1 PLAN BY SEASON

Plan Segment	SP/SU (35%) Units/Dollars	FA/HO (65%) Units/Dollars	Category	SP/SU (35%) Units/Dollars	FA/HO (65%) Units/Dollars
Base	86K \$1.6M	159K \$2.9M	Bottoms	257K \$4.5M	477K \$8.5M
Quick Turn	171K \$3.1M	318K \$5.8M	Jackets	57K \$1.4M	106K \$2.5M
Collection	257K \$4.7M	477K \$8.7M	Tops	171K \$3.1M	318K \$5.7M
Now	57K \$1.0M	106K \$1.9M	Skirts	86K \$1.5M	159K \$2.7M
<b>TOTAL</b>	<b>571K \$10.4M</b>	<b>1.0M \$19.3M</b>		<b>571K \$10.4M</b>	<b>1.6M \$19.3M</b>

D

## ASSORTMENT BY STORE GROUP

Annual Plan By Store (In Units)

Store VG	1	2	3	4	5
# Doors	47	158	498	530	192
Bottoms	972	810	640	432	324
Jackets	216	180	120	96	72
Tops	648	540	360	288	216
Skirts	324	270	180	144	108
<b>TOTAL</b>	<b>2160</b>	<b>1800</b>	<b>1200</b>	<b>960</b>	<b>720</b>

# Licensee Case Study: Selling the Concept to the Retailer

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		A									B									C									D									E									
		# WEEKS	Units									Dollars																																			
STYLE	DESCRIPTION		WK 1	WK 2	WK 3	LTD TOTAL	OH	ST%	LTD ST%	# STORES	WK 1	WK 2	WK 3	LTD TOTAL	OH	AUR	GM%	LTD AUR	LTD GM%																												
L12345	Purple Top	7	1515	1163	829	8749	2992	21.7%	74.5%	425	\$22,697	\$17,399	\$12,419	\$131,042	\$44,851	\$14.98	54.9%	\$14.98	54.9%																												
L23456	Sleeveless Crew	7	877	415	185	3636	382	32.6%	90.5%	245	\$13,106	\$6,211	\$2,759	\$54,382	\$5,725	\$14.91	56.8%	\$14.96	56.9%																												
M24567	Red Top	7	1086	806	545	6500	2517	17.8%	72.1%	425	\$18,436	\$13,669	\$9,228	\$110,310	\$42,763	\$16.93	48.0%	\$16.97	48.1%																												
P54687	Happy Dress	7	737	687	537	4097	3445	13.5%	54.3%	426	\$14,720	\$13,727	\$10,715	\$81,776	\$68,865	\$19.95	63.4%	\$19.96	63.4%																												
J456123	Double Wash Jean	7	224	192	206	1281	2543	7.5%	33.5%	125	\$4,028	\$3,454	\$3,708	\$23,045	\$45,750	\$18.00	53.1%	\$17.99	53.0%																												
UI3248	Skinny Pant	7	476	416	278	2411	2482	10.1%	49.3%	125	\$7,114	\$6,233	\$4,159	\$36,097	\$37,205	\$14.96	55.2%	\$14.97	55.2%																												
TOTAL COLLECTION			4915	3679	2580	26674	14361	15.2%	65.0%		\$80,101	\$60,693	\$42,988	\$436,652	\$245,159	\$16.66	55.5%	\$16.37	55.0%																												

**Licensee Case Study: Monitoring Performance Weekly**  
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Style	Category	Description	1st 6 wks Units Sold	1st 6 wks \$ Sales	% Units Sold wks 1-6	Total Sales	Total Sales \$	QUARTILE
X1	Sweater	Crochet Sweater	10780	\$209,968	81%	13337	\$238,797	1
X2	Sweater	Striped Sweater	12246	\$265,007	95%	12870	\$271,313	1
<b>Total Sweaters</b>			<b>23026</b>	<b>\$474,975</b>	<b>88%</b>	<b>26207</b>	<b>\$510,110</b>	
X3	SS Knit Shirts	Screen Print Tee	21983	\$323,118	85%	25868	\$356,503	1
X4	LS Knit Shirts	Screen Tee with Mesh	12075	\$176,440	73%	16461	\$209,873	1
X5	LS Knit Shirts	Pique Polo	7378	\$106,906	38%	19336	\$191,938	3
X6	LS Knit Shirts	V-Neck Top	17756	\$261,116	85%	20864	\$290,972	1
<b>Total LS Knit Shirts</b>			<b>37209</b>	<b>\$544,462</b>	<b>66%</b>	<b>56661</b>	<b>\$692,783</b>	
X7	LS Woven Shirts	Camisol	8864	\$190,405	69%	12864	\$229,882	2
X8	Jackets	Fleece Jacket	12444	\$241,395	76%	16345	\$289,564	1
X9	Capri	Belted Capri	3377	\$84,170	13%	25991	\$394,230	4
X10	Pants	Stone Jean	7375	\$106,906	30%	24517	\$423,983	3
X11	Pants	Stone Jean Light	13413	\$277,115	56%	23835	\$436,827	3
X12	Pants	Jean with Belt	16986	\$321,732	64%	26734	\$524,629	2
X13	Pants	Jean with Embellishment	4997	\$406,191	10%	48322	\$750,907	4
X14	Pants	Torn Jean	14764	\$294,486	65%	22804	\$410,485	2
X15	Pants	Rock Thrown Jean	12673	\$252,836	53%	23834	\$404,029	3
X16	Pants	Medium Wash Jean	16715	\$333,348	60%	27993	\$499,402	3
X17	Pants	Skinny Fit Jean	27343	\$545,569	62%	44210	\$810,479	2
<b>Total Pants</b>			<b>114266</b>	<b>\$2,538,183</b>	<b>47%</b>	<b>242249</b>	<b>\$4,260,741</b>	
<b>Total All Categories</b>			<b>221169</b>	<b>\$4,396,708</b>	<b>54%</b>	<b>406185</b>	<b>\$6,733,813</b>	
					<b>QUARTILE 1</b>	<b>71%</b>		
					<b>QUARTILE 2</b>	<b>60%</b>		
					<b>QUARTILE 3</b>	<b>27%</b>		
					<b>QUARTILE 4</b>	<b>11%</b>		

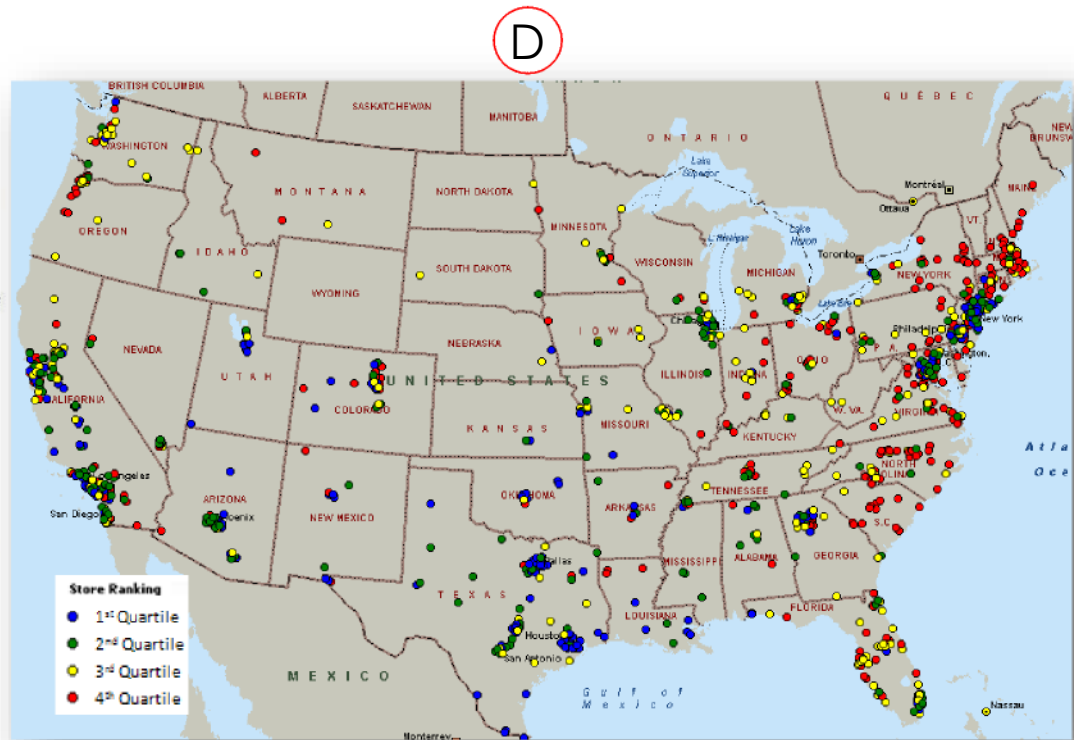
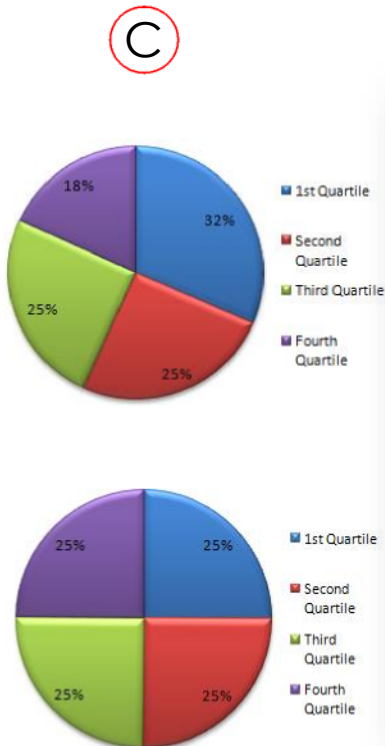
Chart  
and  
visual



# Licensee Case Study: Item Performance Quartile Report

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A	Quartile	# of Stores	Sales Units	% Units to		Average Unit	% Sales \$	Shipped	% Units to		% Units to
				Total	Sales \$				Total	On Hand	
B	1st Quartile	375	156732	31.5%	\$2,255,231	\$14.39	31.6%	198453	25.1%	41721	14.2%
	Second Quartile	375	125632	25.3%	\$1,824,511	\$14.52	25.6%	198263	25.1%	72631	24.7%
	Third Quartile	375	124235	25.0%	\$1,800,892	\$14.50	25.3%	197526	25.0%	73291	25.0%
	Fourth Quartile	375	90699	18.2%	\$1,245,265	\$13.73	17.5%	196524	24.9%	105825	36.1%
	TOTAL	1500	497298		\$7,125,899	\$14.33		790766		293468	



# Licensee Case Study: Contribution to Sales by Store Rank

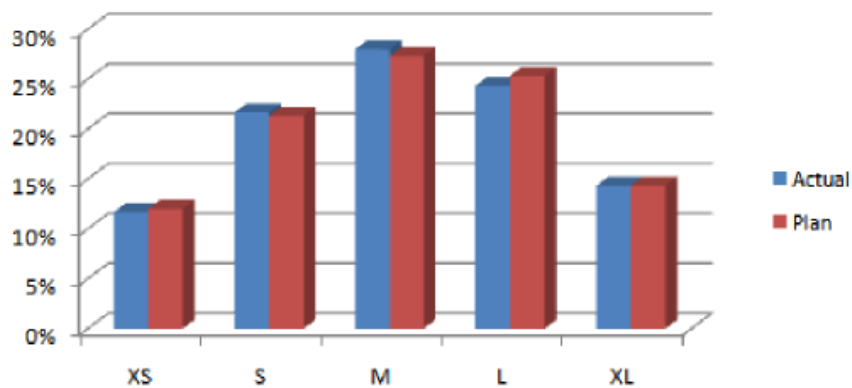
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	B			A			A		
STORE GROUP	WHITE	AFAM	ASIAN	HISPANIC	MALE	FEMALE	FEMALE 7-11	FEMALE 12-16	MED HH INCOME
1st Quartile	66.0%	9.1%	8.0%	28.3%	49.1%	50.9%	3.6%	3.9%	\$53,624
Second Quartile	72.7%	9.0%	6.2%	19.0%	49.0%	51.0%	3.6%	3.7%	\$53,492
Third Quartile	79.7%	8.8%	4.1%	10.2%	48.9%	51.1%	3.4%	3.5%	\$50,167
Fourth Quartile	83.8%	8.2%	3.0%	5.8%	48.8%	51.2%	3.3%	3.5%	\$49,158
US Average	75.1%	12.3%	3.6%	12.5%	48.9%	51.1%	3.4%	3.6%	\$41,994
Retailer Average	65.2%	9.0%	4.0%	15.2%	48.8%	51.1%	3.3%	3.6%	\$50,125

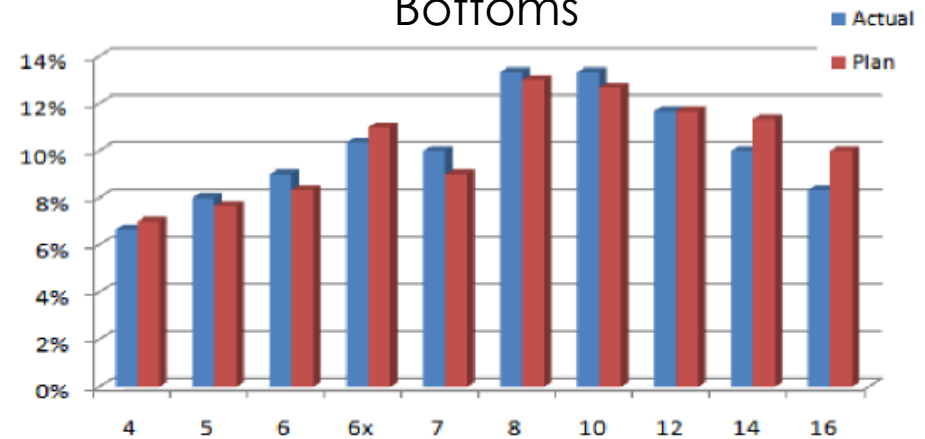
# Licensee Case Study: Store Group Demographics Report

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### Tops



### Bottoms



## Licensee Case Study: Product Size Analysis

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## Performances by Season Recap

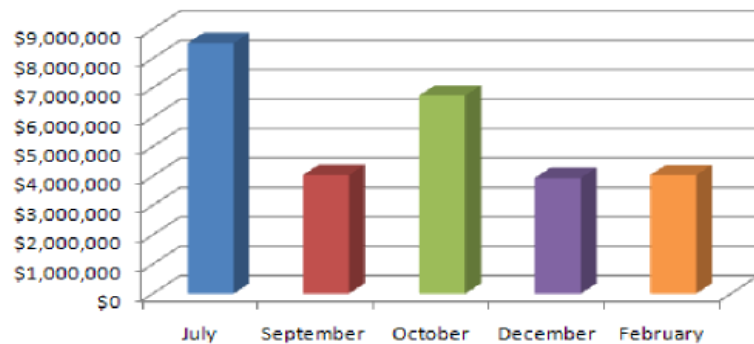
Ship Date	Units	Dollars	AUR	GP\$	GP%	% Sold WKS 1-6
July	535000	\$8,519,000	\$15.92	\$3,413,000	40.1%	55.8%
September	242000	\$4,032,000	\$16.66	\$1,643,000	40.7%	65.7%
October	406000	\$6,733,000	\$16.58	\$3,008,000	44.7%	60.9%
December	289000	\$3,930,000	\$13.60	\$1,738,000	44.2%	41.0%
February	294000	\$4,029,000	\$13.70	\$2,058,000	51.1%	53.0%
	1766000	\$27,243,000	\$15.43	\$11,860,000	43.5%	
Department	Units	Dollars	AUR	GP\$	GP%	% Sold WKS 1-6
Tops	688000	\$9,800,000	\$14.24	\$4,702,000	44.7%	70.6%
Bottoms	1078000	\$17,443,000	\$16.18	\$7,158,000	44.2%	44.6%
	1766000	\$27,243,000	\$15.43	\$11,860,000	43.5%	

## Licensee Case Study: Annual Performance Review

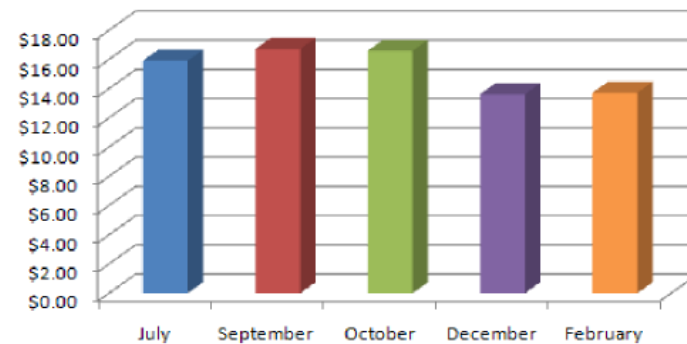
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## Performances by Season Recap

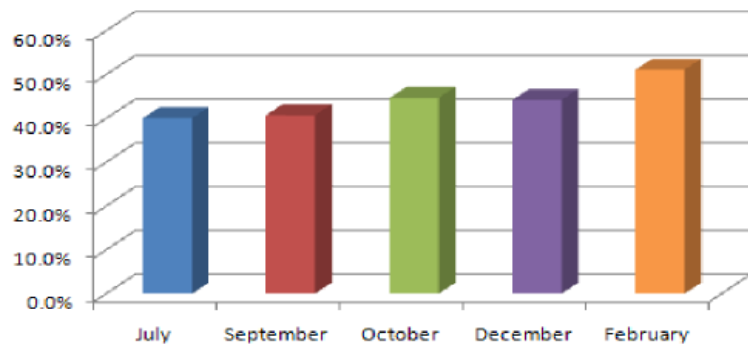
**Sales Dollars**



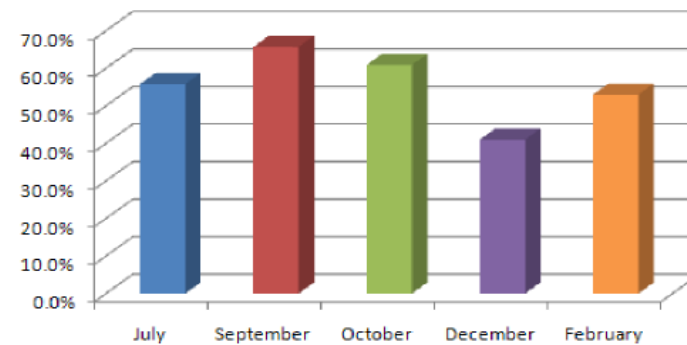
**Average Unit Retail**



**GP%**



**% Sold WKS 1-6**



# Licensee Case Study: Annual Performance Review

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# Rack Productivity Report

		# Stores	Sales	Sales \$	GP%	GP\$	Units/Rack	\$/ Rack	GP\$/ Rack
<b>July Ship</b>									
Rack 1	Tops & Bottoms	1500	181459	\$3,179,166	36.3%	\$1,154,037	121.0	\$2,119.44	\$769.36
Rack 2	Tops & Bottoms	1500	202482	\$2,988,346	44.7%	\$1,335,791	135.0	\$1,992.23	\$890.53
Rack 3	Tops & Bottoms	1500	151409	\$2,351,602	39.2%	\$921,828	100.9	\$1,567.73	\$614.55
<b>September Ship</b>									
Rack 1	Tops & Bottoms	1500	98052	\$1,497,409	36.7%	\$549,549	65.4	\$998.27	\$366.37
Rack 2	Tops & Bottoms	1500	143445	\$2,535,335	43.2%	\$1,095,265	95.6	\$1,690.22	\$730.18
<b>October Ship</b>									
Rack 1	Tops & Bottoms	1200	118841	\$2,124,395	49.7%	\$1,055,824	99.0	\$1,770.33	\$879.85
Rack 2	Tops & Bottoms	1200	130618	\$2,335,304	45.4%	\$1,060,228	108.8	\$1,946.09	\$883.52
Rack 3	Tops & Bottoms	1200	156726	\$2,274,114	39.3%	\$893,727	130.6	\$1,895.10	\$744.77
<b>December Ship</b>									
Rack 1	Tops & Bottoms	1200	150926	\$2,088,273	42.9%	\$895,869	125.8	\$1,740.23	\$746.56
Rack 2	Tops & Bottoms	1200	138043	\$1,842,968	45.7%	\$842,236	115.0	\$1,535.81	\$701.86
<b>February Ship</b>									
Rack 1	Tops & Bottoms	1000	141589	\$1,863,842	48.3%	\$900,236	141.6	\$1,863.84	\$900.24
Rack 2	Tops & Bottoms	1000	152269	\$2,165,272	53.4%	\$1,156,255	152.3	\$2,165.27	\$1,156.26
<b>Average</b>							<b>115.9</b>	<b>\$1,773.71</b>	<b>\$782.00</b>

For over 2 years consistent, disciplined analysis of the business in great detail has an extremely high payoff.

To date, this brand:

- has become a “trusted advisor” to the retailer.
- recommends based on analytical research; eliminating risky guessing.
- analyzes each store and each sku, locating and maximizing opportunities that would have otherwise gone unnoticed.

This client's brand grosses over \$30 million dollars a year with a gross profit for of 43.5%, well above the industry average. 55% of its inventory sells within the first 6 weeks of going on the sales floor. It is one of the most successful brands this retailer has ever had.

## Licensee Case Study: Conclusion

Copyright Enhanced Retail Solutions

### √ Improve Retail Sales, Profit & Inventory Tracking

- Find more actionable information that will make a huge difference when executed
  - Gain visibility at store level to reveal execution issues, spot early trends
- ### Improve Sales, Profit & Inventory Tracking
- Create interactive dashboards and visuals
  - Increase optimization across items, SKU's and locations
  - Integrate other data sources: weather, demographics, wholesale inventory, forecasts, ladder plans

### √ Improve Future Assortments

- Drill down to lowest level to measure stock to sales
- Make size scale, color, style adjustments

### √ Become the Trusted Advisor

- Help the buyer & planner do their job (as they have to deal with multitude of suppliers and programs)
- Have access to deeper information than they do – tell them something they do not know
- Catch trends quicker

### √ Improve Demand Planning Accuracy

- Forecasting tools allow you to estimate future sales
- Inventory control software helps determine more accurate inventory requirements, production planning
- Compare Retailer's forecast to supplier forecast

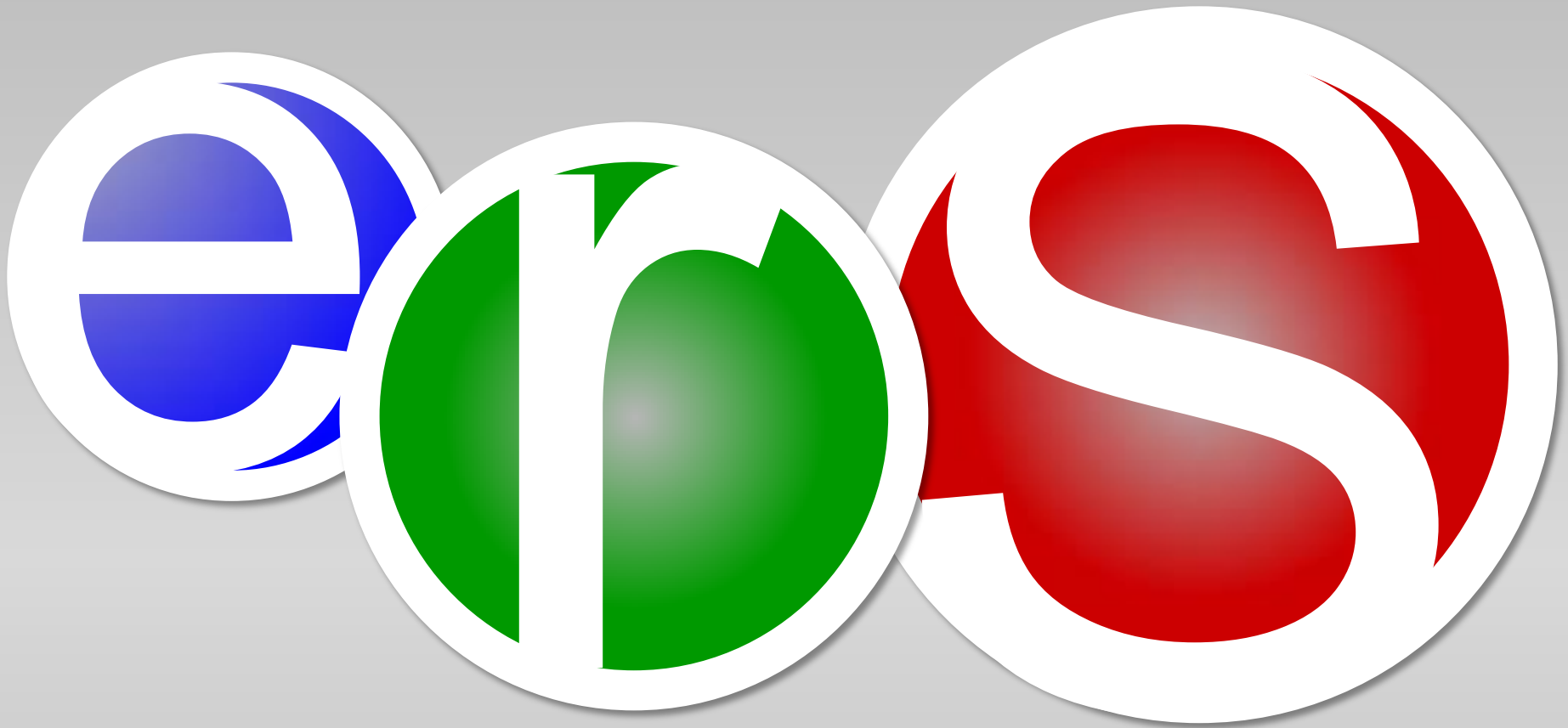
## Licensee Case Study: Other Action Items

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Pre Season			
Activity	Roles	Platform	Report Name\Function
Create Sales Curves	P	Intelligent Retail, DCM	Manage Sales Curves
Create Item (ladder) Plans	P	Item Planner	Projected Plan
Recommend Active/Inactive Stores	P, A	Intelligent Retail- Best Practices	Demographic Profiler
Recommend Active/Inactive Stores	P, A	Intelligent Retail- Best Practices	Store Profiler
Adjust Style/SKU Grading	P	Retail Synthesis	Reporting- TP Style Grade Performance
Adjust Ladders based on Promotions	P	Item Planner	Projected Plan
Conduct Impact Analysis (History, Min/Max, Store Count, Space, etc.)	P	Retail Synthesis	Dashboard Template
Make Updates to Continuing Programs	P	Intelligent Retail	Fiscal Calendars/Curves
Weekly			
Activity	Roles	Platform	Report Name\Function
Check Fill Rate/Production	S	ERP	Fill Rate Report
Check Replenishment Orders	S	ERP	Daily Sales Report
Check Retail In-Stock %, Calculate Lost Sales	P, A, S	Intelligent Retail- Best Practices	Lost Sales & Turnover
Wholesale Ownership Review	S	Retail Synthesis	Reporting- TP Wholesale Own Review
Review Retailer Ownership	B, P	Intelligent Retail- Best Practices	Opportunity & Liability
Review Item/Store Productivity	A	Retail Synthesis	Dashboard Template
Track Cancellations	S	ERP	Door Forecast Cancellations
Review Merchandiser Survey & Effectiveness	S	Retail Synthesis	Exception Reporting
Active Store Analysis	P	Retail Synthesis	Reporting- TP Trained Store Analysis
Store Execution Statistics	P, S	Intelligent Retail- Best Practices	Weekly Analyst
Check Weekly Shipments- Match Demand?	S	ERP	Weekly Shipment Report
Review Business Drivers (WK Perf, TY v LY, WQS, etc.)	B, P, S	Retail Synthesis	Dashboard Drivers Templates
Post Actuals to Ladder Plans	P	Item Planner	Active Plan
Monthly			
Activity	Roles	Platform	Report Name\Function
Forecast Future Sales & Wholesale Needs	P	Intelligent Retail, DCM	Rolling Forecast
Evaluate Financials	B, P	Intelligent Retail- Best Practices	Scorecard
Review Forecasting Accuracy	P	Intelligent Retail, DCM	Rolling Forecast
Check Stock to Sales Ratio	P, A	Intelligent Retail- Best Practices	Ratio Report
Review Profitability by SKU Grade	B, P	Retail Synthesis	Reporting- TP Style Grade Performance
Place Wholesale Orders	B, P	Intelligent Retail	Rolling Forecast
Make Adjustments to Item/Store Demand	A	DCM	DD Updates
SKU Trending Analysis (Watch)	P	Retail Synthesis, DCM	Reporting
Item/Color/Attribute Review	B, P	Retail Synthesis	Reporting- TP Style (Size/Color) Review
Project Markdowns	B, P	Item Planner	Actual Plan
Check Factory Production Days	S	ERP	Fill Rate- Prod-All
Revise Future Weeks in Ladder Plans	P	Item Planner	Projected Plan
Identify Q Rating for Supplier and Customer	S	ERP	Audit Qty vs Sales Report
Quarterly			
Activity	Roles	Platform	Report Name\Function
Assign or Check Style/SKU Grading	P, A	Retail Synthesis, DCM	Reporting
Analyze Stock out Duration	B, P, A	SQL Server (Manual)	SQL Script
Compare 3 Month Trend and Adjust Estimates as Needed	P	Retail Synthesis, DCM	Reporting- TP 3 Mo Forecast Trend
Review Forecasting Accuracy Check- Rolling 3 Mons	P	Retail Synthesis	Reporting

# Discipline of the Planner

## Enhanced Retail Solutions



Questions?

## Contact information

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President, Business Development

[dmatsil@ers-c.com](mailto:dmatsil@ers-c.com)

212.938.1991 x103

[www.enhancedretailsolutions.com](http://www.enhancedretailsolutions.com)

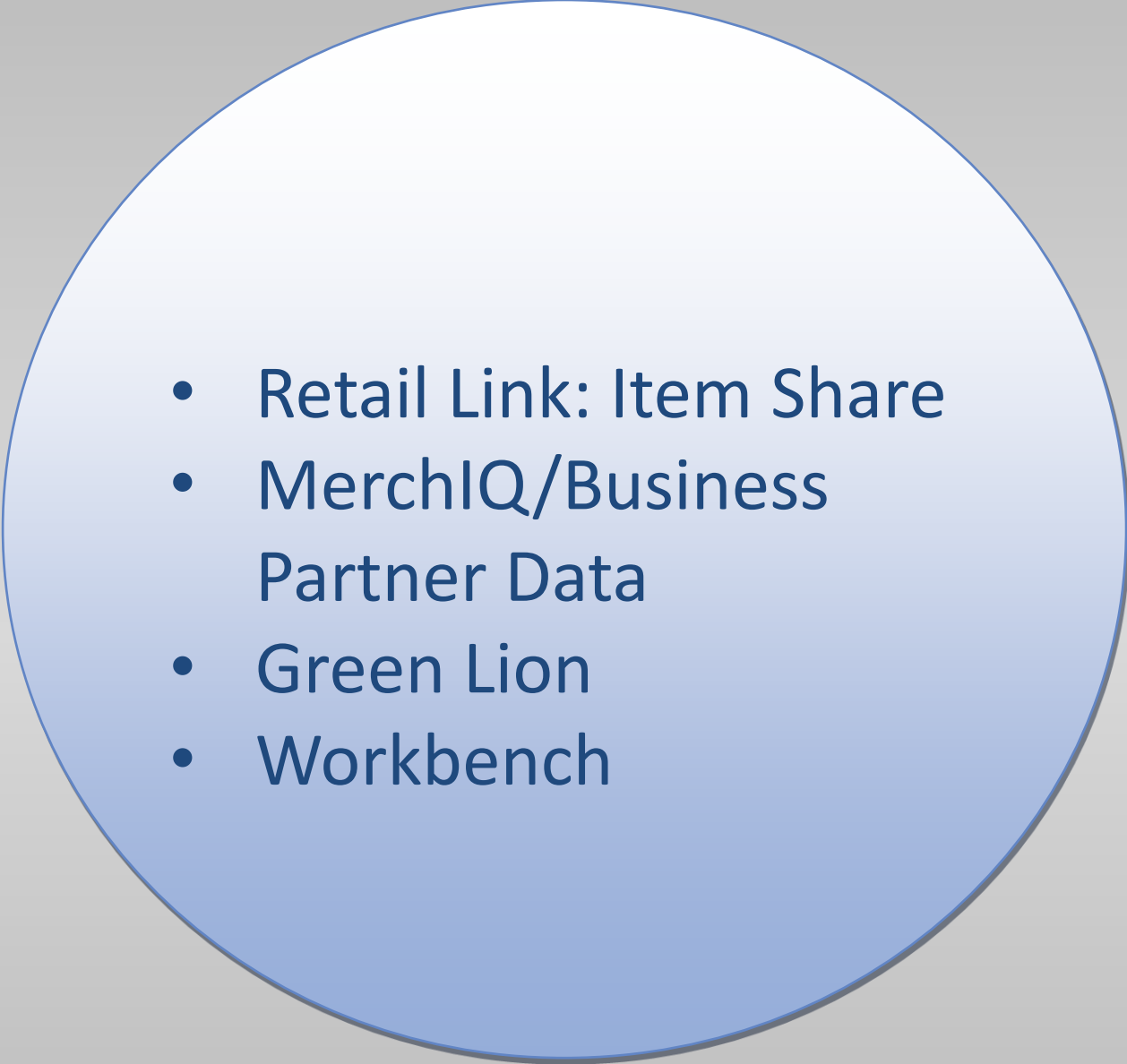
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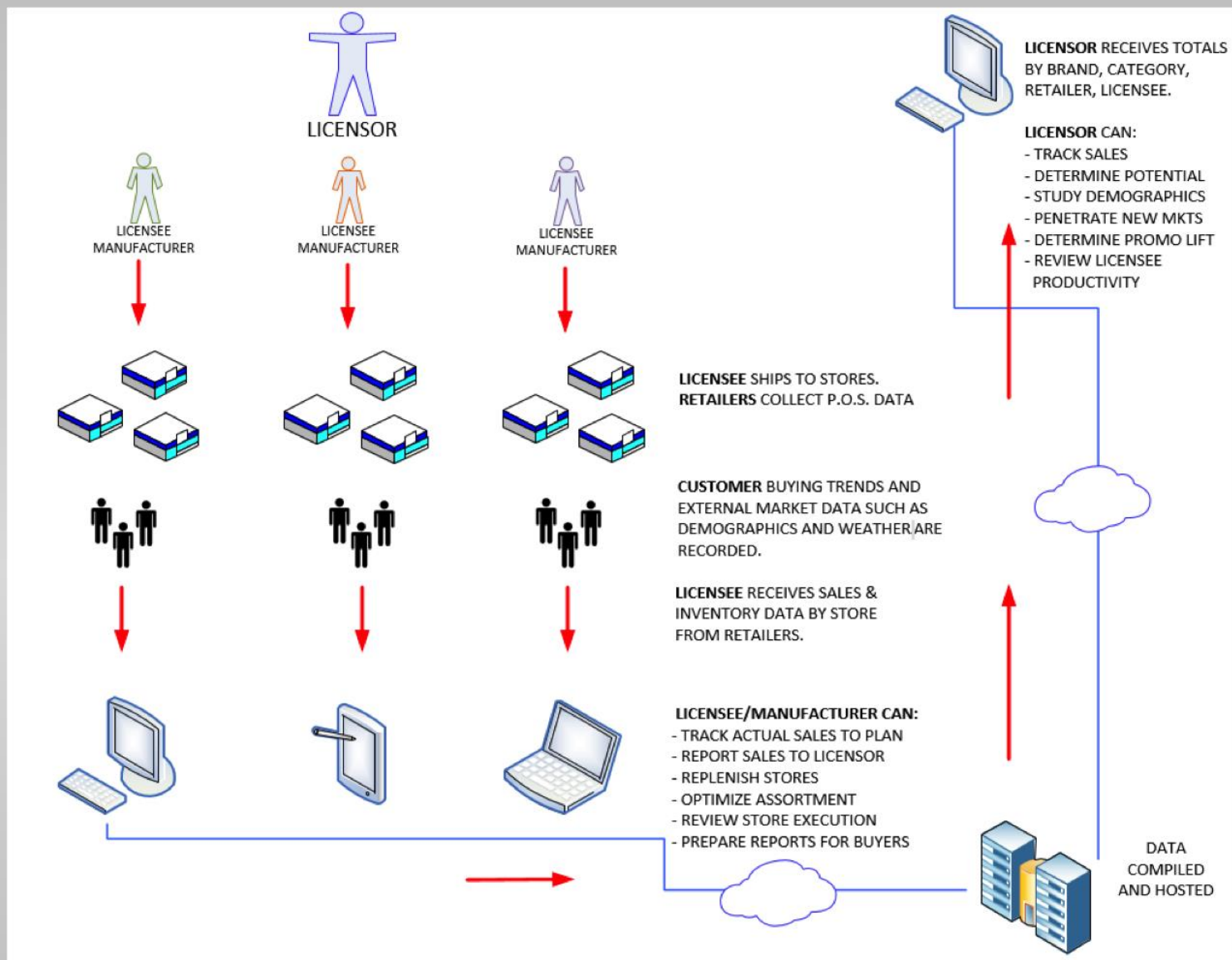
New York, NY

212.938.1991



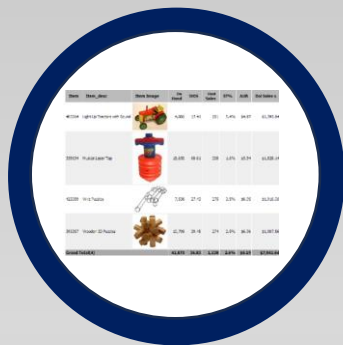
HOLD NEXT SLIDES FOR Q&A

- 
- Retail Link: Item Share
  - MerchIQ/Business Partner Data
  - Green Lion
  - Workbench

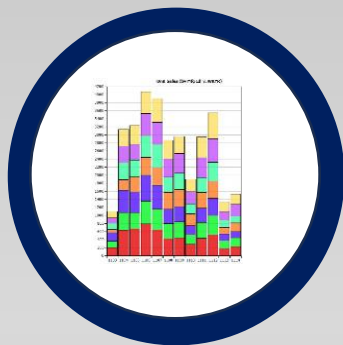


Data Flow

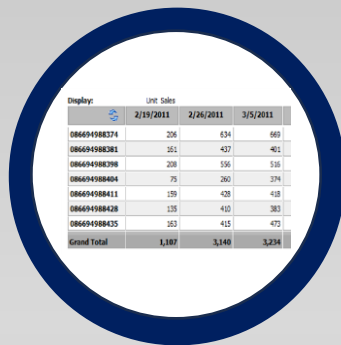
Copyright Enhanced Retail Solutions



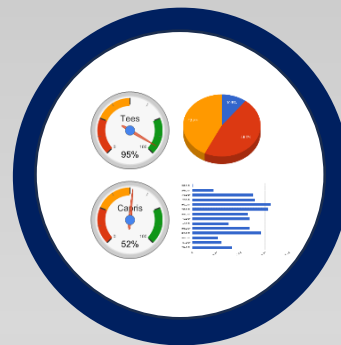
**Data  
Grids**



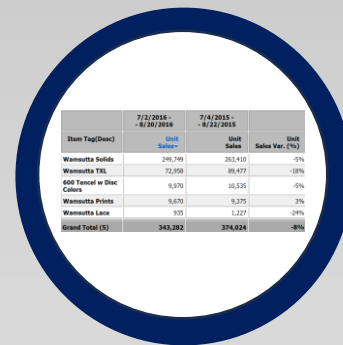
**Charts &  
Graphs**



**Pivot  
Tables**



**Google  
Visualizations**



**Comparison  
Deltas**

# Ad-Hoc Reporting

Enhanced Retail Solutions

Analyze By

Program

All

Then By

Store ID

Order By

Program

Asc

Group By

(No grouping)

Show Filters

Properties

Sidebar

Logout

Tahoma

8

100%

Scr

Reports

Core Code

Program

Program	No of Wks	Unit Sales	On Hand	WOS	ST%	Av Wk Units	ATS QTY	WIP	ROS	Act. Need	Act Need Dols	Adj. Need	Adj Need Dol	52 WK Sales Estimate	
Category 1	8	8,022	5.8%	17,231	17.19	31.8%	1,003	17,169	0	798	4,808	\$148,532.00	4,808	\$148,532.00	41,508
Category 2	8	123,638	90.0%	420,238	27.19	22.7%	15,455	175,414	0	14,004	46,521	\$1,364,704.00	38,684	\$1,135,256.00	728,207
Category 3	8	5,732	4.2%	26,253	36.65	17.9%	717	19,574	0	551	3,100	\$105,400.00	2,421	\$82,314.00	28,662
Grand Total(3)		137,392	463,722	27.00	22.9%	5,725	212,157	0	15,353	54,429	\$1,618,636.00	45,913	\$1,366,102.00	798,377	

Analyze By

Core Code

All

Then By

Store ID

Order By

Core Code

Asc

Group By

(No grouping)

Show Filters

Properties

Sidebar

Logout

Tahoma

8

100%

Scr

Reports

Core Code

Core Code	No of Wks	Unit Sales	On Hand	WOS	ST%	Av Wk Units	ATS QTY	WIP	ROS	Act. Need	Act Need Dols	Adj. Need	Adj Need Dol	52 WK Sales Estimate	
A	8	94,127	67.0%	280,433	23.84	25.1%	11,766	137,045	0	10,550	33,752	\$986,034.00	29,168	\$852,346.00	548,578
B	8	24,852	17.7%	107,989	34.77	18.7%	3,107	43,962	0	2,986	12,949	\$396,154.00	11,356	\$346,984.00	155,295
C	8	3,666	2.6%	20,520	44.78	15.2%	458	5,659	0	392	1,673	\$51,408.00	1,172	\$35,830.00	20,385
O	8	14,234	10.1%	49,657	27.91	22.3%	1,779	24,978	0	1,378	5,735	\$175,190.00	4,192	\$130,100.00	71,663
S	8	325	0.2%	4,709	115.93	6.5%	41	504	0	37	230	\$7,304.00	23	\$782.00	1,947
X	8	3,348	2.4%	9,270	22.15	26.5%	419	18,293	0	178	1,475	\$46,878.00	762	\$25,710.00	9,279
Grand Total(6)		140,552	472,578	26.90	22.9%	2,928	230,441	0	15,522	55,814	\$1,662,968.00	46,673	\$1,391,752.00	807,147	

Analyze By

Store Tag(Desc)

All

Then By

Detail

Order By

Store Tag(Desc)

Asc

Group By


(No grouping)


Show Filters


Properties


Sidebar


Logout


 Wizard


 Advanced


 Favorites


 Dashboards


 Save


 Update


 Print


 Export


 CSV


 Compare


 Visualize


 +/- Cols


 Filters


 Best Practice Reporting


 Upload Images


 Replen Updater

 Table

 Horz Bar

 Vert Bar

 Pie

 Line

Tahoma

8

100%

Scrl

Reports

Core Code

Program

Retailer

Style w/out Image

Item No

Style w/out Image

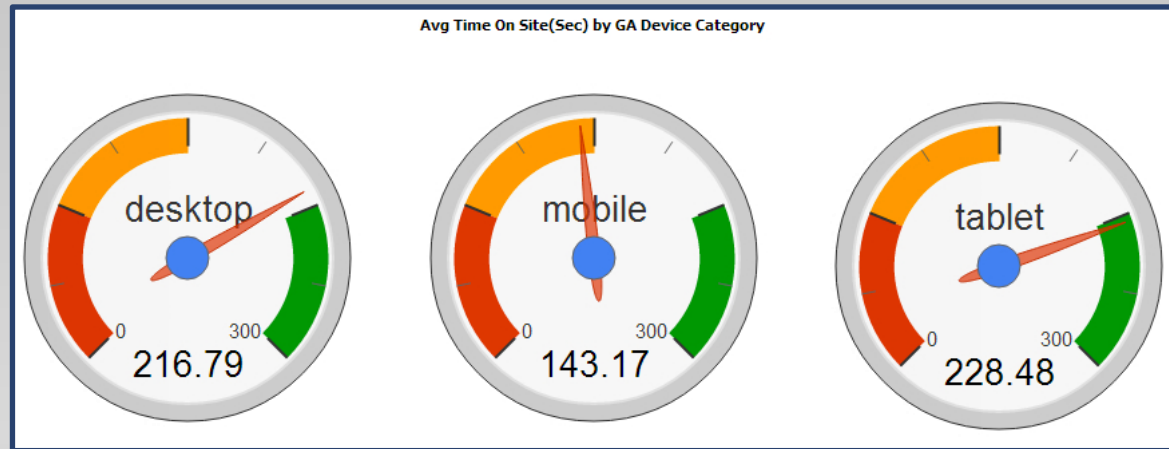
Store ID

Store Tag(Desc)

Store Tag(Desc)	No of Wks	Unit Sales	On Hand	WOS	ST%	Av Wk Units	ATS QTY	WIP	ROS	Act. Need	Act Need Dols	Adj. Need	Adj Need Dol	52 WK Sales Estimate
Tier 1	8	80	32.1%	132	13.20	37.7%	10	0	0	0	\$0.00	0	\$0.00	0
Tier 2	8	118	47.4%	235	15.93	33.4%	15	0	0	0	\$0.00	0	\$0.00	0
Tier 3	8	38	15.3%	102	21.48	27.1%	5	0	0	0	\$0.00	0	\$0.00	0
Tier 4	8	13	5.2%	52	32.00	20.0%	2	0	0	0	\$0.00	0	\$0.00	0
Grand Total(4)		249	521	16.74	32.3%	8	0	0	0	0	\$0.00	0	\$0.00	0

# Ad-Hoc Reporting

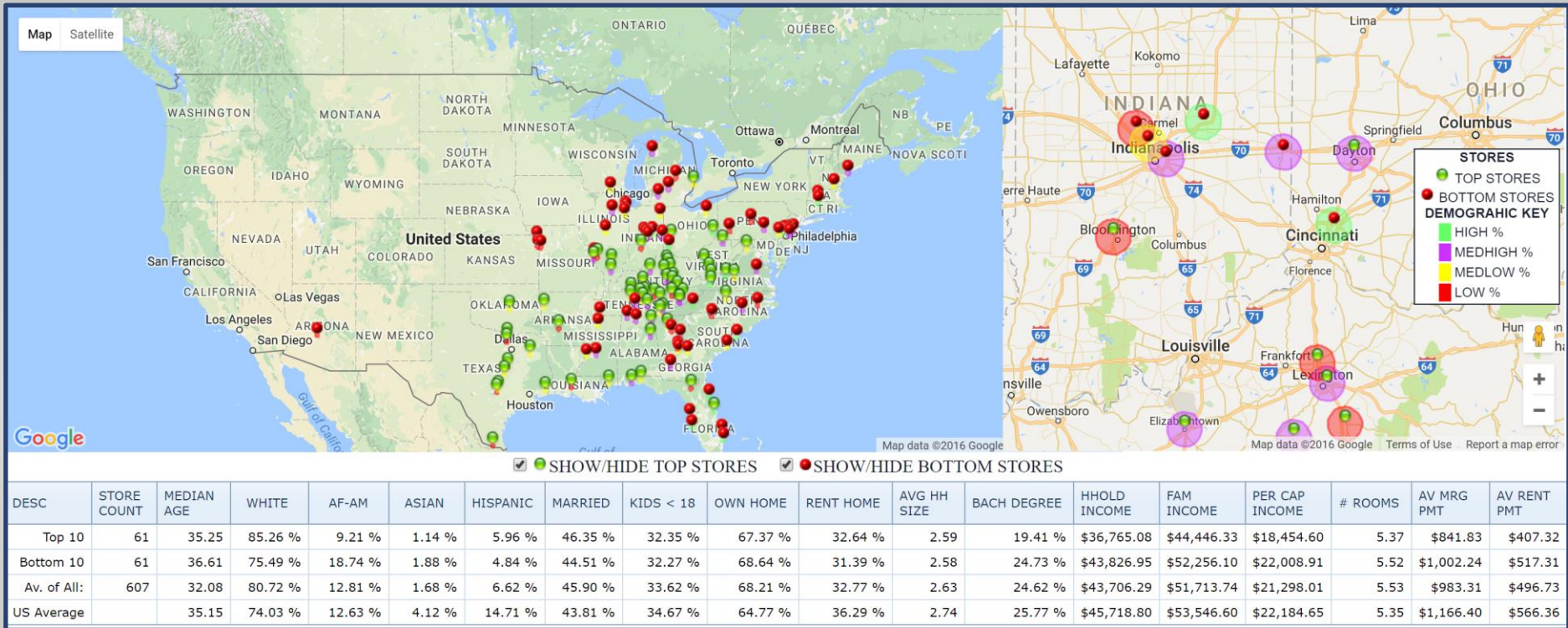
## Enhanced Retail Solutions



GA Device Category	Count Styles on Order	Unique Visits	Total Visits	New Visits	Time on Site	Pageviews	% New Visits	Avg Time On Site(Sec)	Avg Pageviews	Conversion %
desktop	18,205	169,147	187,505	128,464	40,648,599	1,250,010	68.51%	216.79	6.67	0.00%
mobile	6,127	52,465	60,277	38,013	8,630,143	240,845	63.06%	143.17	4.00	0.00%
tablet	6,097	52,787	61,003	34,126	13,938,203	404,308	55.94%	228.48	6.63	0.00%
Grand Total(3)	30,429	274,399	308,785	200,603	63,216,945	1,895,163	64.97%	204.73	6.14	0.00%

# Data Integration- Direct eCommerce

Enhanced Retail Solutions



# Best Practice Reporting- Demographic Profiling

Enhanced Retail Solutions

RECAP				
DESC	STORE/ITEM COUNT	UNITS	COST	RETAIL
OPPORTUNITY	584	1,499	\$1,499.40	\$44,982.00
LIABILITY	1,074	1,516	\$1,516.40	\$45,492.00

## Opportunity and Liability Report

Map Stores

Opportunity							Liability						
ITEMNO	STORE #	LOCATION	OH	OO	AVG WKLY SALES	WOS	ITEMNO	STORE #	LOCATION	OH	OO	AVG WKLY SALES	WOS
017149268987	00665	TIMONIUM	0	0	0.40	0.00	017149268994	00220	OMAHA	9	0	0.50	18.00
017149268987	01327	WEST MELBOURNE	0	0	0.20	0.00	017149268987	01045	JERSEY CITY	2	0	0.10	20.00
017149269007	00219	DULUTH	0	0	0.40	0.00	017149268994	00225	WEST CHESTER	4	0	0.20	20.00
017149269014	00356	O FALLON	0	0	0.20	0.00	017149268987	00768	MOORESVILLE	2	0	0.10	20.00
017149269014	01216	SUFFOLK	0	0	0.10	0.00	017149268994	00107	INDIANAPOLIS	2	0	0.10	20.00
017149269021	00039	BROOKFIELD	0	0	0.20	0.00	017149268994	00168	PERU	2	0	0.10	20.00
017149269021	00429	LONGMONT	0	0	0.10	0.00	017149268987	00700	OCEANSIDE	2	0	0.10	20.00
017149268994	00627	MILFORD	0	0	0.30	0.00	017149268987	00615	PHOENIX	2	0	0.10	20.00
017149268994	00829	DESOTO	0	0	0.90	0.00	017149268994	00555	PASADENA	2	0	0.10	20.00
017149269021	00313	LEESBURG	0	0	0.40	0.00	017149268994	00403	TRUMBULL	2	0	0.10	20.00
017149269038	00602	FONTANA	0	0	0.10	0.00	017149268994	00522	FRANKLIN	4	0	0.20	20.00
017149269021	00183	FAYETTEVILLE	0	0	0.20	0.00	017149268994	00662	ALGONQUIN	2	0	0.10	20.00
017149269021	00611	KALAMAZOO	0	0	0.20	0.00	017149268994	00683	SACRAMENTO	2	0	0.10	20.00
017149269038	00745	WISCONSIN DELLS	0	0	0.10	0.00	017149268994	00707	SAN MARCOS	2	0	0.10	20.00
017149268987	00464	AVON	0	0	0.20	0.00	017149268994	00722	MANTUA				
017149268987	00644	SAN ANTONIO	0	0	0.20	0.00	017149268994	00732	PHILLIPSBU				
017149268994	00054	ROSEVILLE	0	0	0.20	0.00	017149268994	00738	OKEMOS				
017149268994	00688	TUCSON	0	0	0.50	0.00	017149269007	00161	DOVER				
017149269021	00319	HUNTERSVILLE	0	0	0.30	0.00	017149269007	00025	GRAND JUNC				
017149269038	00210	CINCINNATI	0	0	0.20	0.00	017149269007	00083	MERRILLVI				
017149269038	00216	CINCINNATI	0	0	0.20	0.00	017149269007	00084	CARMEL				
017149269014	00607	UPLAND	0	0	0.20	0.00	017149269007	01013	CAPE COR				
017149268987	00721	APEX	0	0	0.20	0.00	017149269007	00761	PLEASANT				
017149269021	00352	BRIDGETON	0	0	0.30	0.00	017149269007	00716	DEKALB				
017149269021	01229	Lady Lake	0	0	0.30	0.00	017149269014	00183	FAYETTEVI				
017149269038	00483	WAUKESHA	0	0	0.30	0.00	017149269007	00471	LISBON				
017149269038	01327	WEST MELBOURNE	0	0	0.20	0.00	017149269007	00484	DELAVAL				
017149268987	00017	TAYLOR	0	0	0.20	0.00	017149269007	00604	SEAL BEAC				



# Best Practice Reporting- Opportunities & Liabilities

Enhanced Retail Solutions