

The SIFT logo is a white, bold, sans-serif font inside a dark red square. The background of the entire page is a photograph of a grocery store aisle with shelves of products, overlaid with a semi-transparent yellow filter. A vertical red line is on the right side of the page.

# SIFT

By SIFT ANALYTICS GROUP

## E-Book

Modern Solutions for  
Modern Problems

- To optimize inventory management
- To gain customer insights
- To solve complex supply chain

# Retail Analytics

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Reporting, Analytics & Dashboard



Headquartered in Singapore since 1999, with over 500 corporate clients in the region, SIFT Analytics is your trusted partner in delivering reliable enterprise solutions, paired with best-of-breed technology throughout your business analytics journey. Together with our experienced teams, we will journey with you to integrate and govern your data, predict future outcomes and optimize decisions, and achieve the next generation of efficiency and innovation.

## Data has the answers

Organizations have realized the need for evolving and challenging new ways to optimize more holistically and to ensure they stay ahead of change and stand out.

As such, companies that are already practicing data analytics have discovered new ways to improve and build on existing advantages, thereby strengthening their business capabilities.

For companies not yet investing in analytics solutions, the opportunity cost of waiting will only grow.

Continue reading as you will witness how analytics has been benefitting the transformed healthcare industry that is proven very practical to the business.



Singapore SME 500  
Award 2022 Winner



## Transforming Retail Data

Retail leaders are turning to analytics to find new sources of growth, gain actionable insights and tackle their most critical issues.



Over the past decades, SIFT has worked closely with retail organizations. Study SIFT use cases and find the right solutions for your organization needs.

You will be guided on:

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Page 10. What If Analysis

## How Analytics is Changing Retail Industry

In a competitive retail landscape, analytics arms retail leaders to drill down into key customer signals and review them on a regular daily basis. Lacking insights or manual tasks that take too much time are some of the challenges that retail leaders faced today.

You can tackle these challenges head-on - by helping you to gain the insight you need to put your best foot forward and implement best practices that will help ensure success. With analytics, you are able to:

- ▲ Improve overall organizational performance – with executive-level insight into metrics that focus on growth, operational specifics, and retail performance
- ▲ Collaborate more effectively – with powerful data sharing capabilities that allow you to share insights with colleagues using any device and coordinate activities throughout the enterprise
- ▲ Make better strategic decisions for steering the organization in right direction – with unimpeded access to information and the ability to freely associate with the data in a way that empowers you to make new discoveries
- ▲ Comply with regulations and report to stakeholders – with vastly improved information transparency and the flexibility to zero in on whatever data may be relevant for existing and emerging reporting requirements



# Retail Analysis - An Overview

The jewellery retailer uses a dashboard to track sales and inventory of their stock across regional offices. Each jewellery item is broken down into sizes, styles, and brands.

Retail analytics focuses on providing insights related to profit, sales, inventory, customers, and other important aspects crucial for merchants' decision-making.



With this dashboard, users can:

- ▲ Assess the actual levels of physical stock
- ▲ Identify which stock is non-moving
- ▲ Evaluate the inventory costs of aged stock
- ▲ Identify the number of out-of-stock items
- ▲ List the top best-selling jewelry items by revenue

# Retail Products Analysis

The apparel company wants to track the unit sold for each product category based on a period to identify the monthly trends.

Collect important information related to your store and sales and use it to fine-tune your strategy.

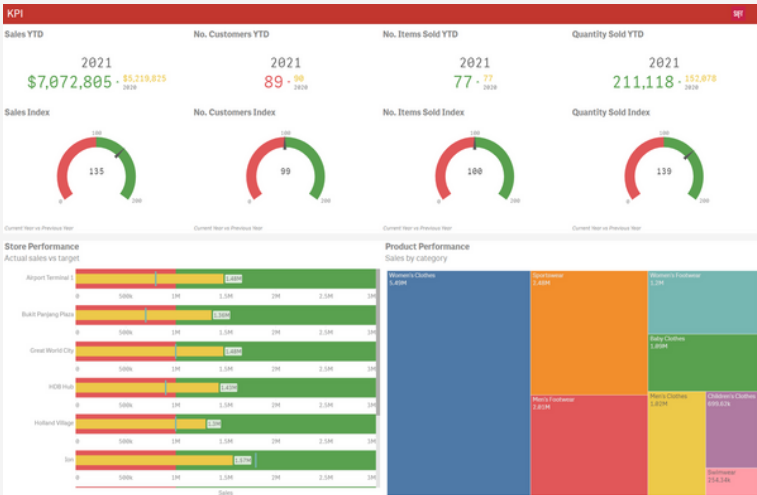
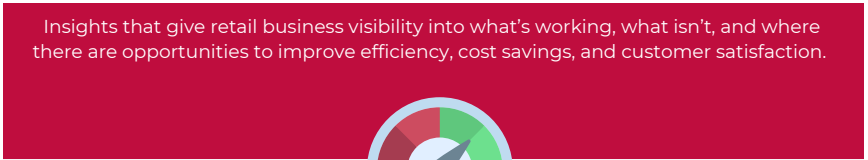


With this dashboard, users can:

- ▲ Identify each product category's performance
- ▲ Tracking sales on a daily, weekly, and monthly basis
- ▲ Drive accurate forecast demand and ensure supply chain agility
- ▲ Gaining new insights and trends

# Retail KPI Analysis

A large traditional retailer wants to track sales performance across their stores, products, customers, and sales teams.



The dashboard ties corporate strategy to store-level execution at all levels of the store operations hierarchy. Timely and accurate store performance metrics can be analyzed in the corporate office, in a store, or through a mobile device for traveling store operations and field management.

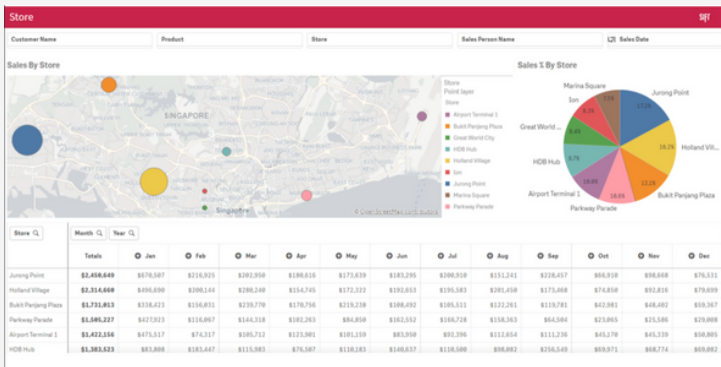
Besides, the dashboard has included features that can be used to compare current and previous year sales and drill down to the individual stores or product level.



# Store Location Analysis

Location analysis offers retail companies the opportunity to evaluate an existing or potential location with different factors, to shed light on facets, and to find strengths and weaknesses of a location.

Location continues to be a key success factor in the retail business



With this dashboard, users can:

- ▲ Monitor location performance
- ▲ Drive better marketing decisions for individual branches
- ▲ Forecast the store's potential sales in that specific location

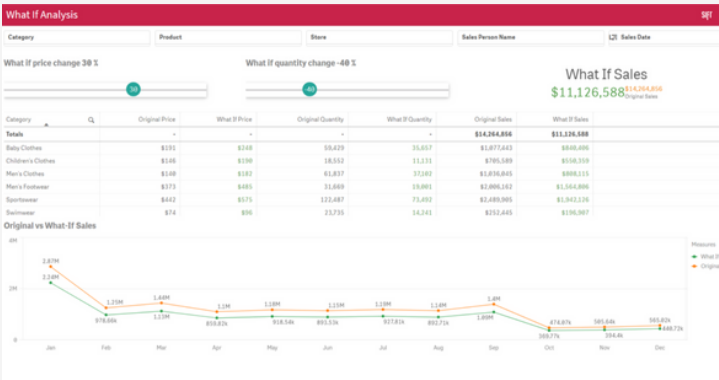




# What If Price Drop

Learn what happens when a product's price increases or decreases in value. Find out if that change can help to improve sales.

A big What If you change something that you would consider and find out the outcome instantly



With this dashboard, users can:

- ▲ Discover how the price/quantity can cause effects on the sales
- ▲ Maximize profit to get the product's pricing right
- ▲ increases the chance of selling the products better

# #AskSIFT



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