MicroStrategy Solutions for Product Analysis

Organizations across all industries use business intelligence software to monitor the product life cycle, create effective product mix, evaluate product performance, and manage inventory.

Leading companies rely on the MicroStrategy BI platform to conduct thorough product analysis, especially in the following industries:

Food and Beverage

- Develop profitable menu items and pricing strategies by analyzing restaurant guest counts and sales, and identifying patterns in location, time of day, and demographics
- Stock shelves more efficiently, reduce stock-outs, and lower inventory-on-hand by monitoring inventory data and tracking distribution service to restaurants and stores
- Maintain a successful product mix by reporting on brand or individual item sales performance, shipments, and service frequency

Consumer Packed Goods

- Uncover and capitalize on relationships amongst products and product bundles, evaluate shelf space assignments, and establish discount rates by using predictive analytics
- Foster long-term relationships with customers such as grocery stores by tracking distribution costs, order fill rates, and providing progress reports on order status, inventory issues, and shipments
- Ensure fast movement of inventory from warehouse to shelves by monitoring distribution channel performance and goal achievement

Retail

- Make better decisions as to what products to retire and what products to retain in inventory through analysis of merchandise information, including sales, inventory gross margin, turn, and weeks of supply
- Perform seasonal analysis on products to highlight the exceptions and time periods where raising inventory levels is required or where markdowns should be applied
- Answer questions related to the performance of products with respect to location, time periods, distributors, and also promotion types

Manufacturing

- Maintain and mine information on customer usage of existing products, including specific or unique applications, in order to better develop new products
- Establish effective product pricing by comparing Cost of Goods Sold (COGS) with expected returns and analyzing the effect of price changes on product demand

Healthcare and Pharmaceuticals

- Analyze buying tendencies and treatment outcomes to create more drug and product variations tailored directly towards different age groups and risk factors
- More effectively prove which products and services are profitable in specific patient segments and understand trends to target "quality of life" needs of patients (i.e., lifestyle drugs)

MicroStrategy®

Customer Successes

Hallmark Cards

- MicroStrategy-based applications analyze the effectiveness of consumer marketing campaigns, and consumer market basket, and cross-buying behavior.
- Retail and sales productivity applications provide company-wide insight into product performance across various channels, product groups, and business units.

Metro Group

- METRO Group selected MicroStrategy as the sole BI provider to support its Radio Frequency Identification (RFID) initiatives, producing reports and statistics that result from tracking products from the manufacturer to the warehouse to its stores.
- RFID readers are installed between storage areas and the sales floor, enabling employees to identify a product's electronic product code (EPC) quickly and conveniently without physical or optical contact. MicroStrategy provides multiple reports that are updated when the products are moved.

The MicroStrategy platform supports the technical needs of customers performing product analysis:

- Product sales, performance, and inventory data are quite often greatly distributed across many transactional systems and require a BI solution that can report on and analyze information from multiple sources on a single dashboard or document
- MicroStrategy's zero-footprint Web interface allows for executives to have access to their personalized data and perform any ad hoc analysis they desire
- Analyzing product and inventory information requires the ability to scale to large data sets while reusing and maintaining only one metadata to accommodate growth in data sources, data volumes, and user volumes

"Unlike its competitors, the MicroStrategy platform offers the power, flexibility, and ease-of-use that we need 24/7. KFC, Pizza Hut, and Long John Silvers employees currently access the MicroStrategy platform to uncover critical business insight aimed at improving promotions, pricing, and product offerings, and strengthening customer relationships."

— Tom Rosing, Director of Decision Support, Yum! Brands, Inc.

LEARN MORE ONLINE

MicroStrategy was rated #1 in Customer Loyalty, Data Volumes, and Standardization by The BI Survey. For the complete results, visit:

http://www.microstrategy.com/BISurvey

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