Top 5 Transformative Analytics Applications in Retail

Learn how you can boost your bottom line and acquire engaged, happy customers with actionable insight from the world’s most comprehensive analytics platform.
Today’s retail environment is the most competitive it has ever been. Online and mobile channels have created additional pressure on retailers to offer lower prices. Staying relevant in this environment is increasingly difficult and now, more than ever, retailers need to optimize operations, maximize margins, and better understand customers. Hundreds of leading retailers have discovered the transformative power of analytics through the #1-rated MicroStrategy Analytics Platform.

5 game-changing retail analytics applications
MicroStrategy revolutionizes the retail industry

MicroStrategy Analytics is indispensable to leading retailers across the globe. 8 of the top 10 global retailers use MicroStrategy.

Application spotlight
The Container Store is the leading retail chain specialist in storage and organization solutions in the United States.

The Container Store’s executive team identified gaps in store reporting as the greatest opportunity for improvement and innovation.

The Container Store implemented MicroStrategy and uses MicroStrategy Mobile to deploy their app, “The Score”, to all of its store leadership teams. MicroStrategy gives The Container Store actionable, consistent, and timely reporting. This has allowed The Container Store to dramatically improve their dashboard development and reporting and fully reflect the company’s idea of complete transparency in their business.

To learn more about The Container Store and MicroStrategy, watch the video.
Retailers need to dramatically improve customer engagement, sales, and efficiency. Store operations apps give store managers complete access to detailed information on store performance, inventory levels, labor, promotions, and peer benchmarking. Store managers now have all the information they need to make timely business decisions and achieve new levels of customer loyalty, sales, and operational efficiency.
Customer: A large North American pharmaceutical retail chain

Problem: The customer suffered from a lack of accessibility to critical store performance information in the field.

Solution: A mobile store operations application that allows management to access, analyze, and act on relevant information in a proactive manner.

Recognized value

• Improved transparency and interdepartmental communication
• Greater efficiency and increased productivity
• Increased sales

How MicroStrategy helps with store operations:

Self-service—empower store managers with easy-to-use analytics on data relevant to their store

Enterprise BI—establish enterprise standard KPIs to streamline evaluations of retail locations across the organization

Mobile—deliver real-time analytics to the hands of frontline decision makers and let them take action from the selling floor

Big Data—gain insight into the operations of retail locations by analyzing all of the data from a single interface

Cloud—roll out a store operations application to thousands of store managers in as little as 48 hours
Supply chain management

In today’s retail environment of high-speed order fulfillment and rising product costs, it is more important than ever for retailers to have a real-time overview of what is happening in the supply chain. This critical information enables retailers to make rapid decisions that reduce transportation costs, boost inventory productivity levels, streamline distribution center processes, and improve supplier performance and negotiations.
Customer: One of the world’s largest retail superstores

Problem: Their buyers needed a reporting tool that gave them access to real-time commodity data to help them negotiate better prices with suppliers.

Solution: An analytics environment that allows buyers to quickly engage with business data to make better, more informed decisions.

Recognized value:
- Increased revenues by reducing cost of goods sold
- Lowered TCO and quicker time to value by deploying on Cloud
- Improved operational efficiency through real-time visibility into the supply chain

How MicroStrategy helps with supply chain management:

Self-service — allows retailers to quickly and easily engage with supply chain data

Enterprise BI — system of record analytics ensures a single, enterprise-standard version of the truth across buyers, partners, and suppliers

Mobile — transaction-enabled apps allow field personnel real-time access to information and the ability to take action to optimize the supply chain

Big Data — integrate data from multiple sources to get a complete view of the market, suppliers, distribution centers, and transportation systems

Cloud — deliver applications to all employees without investing millions in expensive hardware
Loss prevention

Loss prevention (LP) is a key bottom line issue for any retailer. The combined financial costs associated with shrinkage, theft, and fraud can be substantial. By drilling down and analyzing data, LP managers can spot abnormalities, take immediate action, and significantly cut down on losses associated with inventory shrinkage.
Customer: A large multinational department store chain

Problem: The organization was facing significant losses associated with shrinkage. They lacked a way to efficiently monitor and report on employee and customer theft, return fraud, and policy violations.

Solution: A mobile and web application that allows district managers to visit and evaluate retail locations in real time and immediately report findings back to HQ.

Recognized value:

- Cost savings associated with reducing shrinkage
- Mobile deployment allowed for improved productivity for district managers
- Better transparency and strategic alignment across the organization

How MicroStrategy helps with loss prevention:

- **Self-service**—enable LP managers to quickly identify and address new loss patterns
- **Enterprise BI**—alerting capabilities can automatically notify LP managers in real-time to abnormal patterns
- **Mobile**—mobile apps put loss prevention reporting directly in the hands of LP and store managers, allowing them to more effectively input and communicate theft information
- **Big Data**—data mining and predictive analytics allow analysts to look for patterns in employee behavior and stop theft before it happens
- **Cloud**—quickly get your loss prevention applications up and running and easily merge enterprise and external data
Merchandising

Retailers face immense pressure to balance inventory levels with in-stock positions while maintaining assortments that are relevant and fresh. Retailers who effectively respond to consumer demand while managing inventory levels have a competitive edge in the market. By embracing analytics, merchants are able to make quicker, more informed decisions leading to improved in-stock rates and category management, increased sales and gross margins, and better internal and external vendor collaboration.
Customer: A high-end North American fashion retailer

Problem: Previous reporting solution was unable to provide a single, centralized interface for all of their product data.

Solution: A single application, accessible on web and mobile, allows buyers, planners, and category managers to access critical business data that informs merchandising decisions.

Recognized value:
- A single reporting environment for the entire merchandising organization
- Ability to access data in real-time and take decisive action

How MicroStrategy helps with merchandising:

Self-service —empower decision makers with ad-hoc product and merchandising analysis

Enterprise BI — sophisticated web-based information apps give merchandizers a one-stop cockpit to monitor, analyze, and act on product data

Mobile — apps with embedded transactional capabilities allow category managers to better control inventory, accelerate or cancel shipments, and initiate markdowns

Big Data — combine data from multiple sources to analyze a variety of merchandising information from a single interface

Cloud — eliminate inventory inefficiencies by rolling out an application to the merchandising department in a matter of days
Customer insight analysis

In today’s retail environment, understanding the customer can be a big differentiator for successful businesses. It is critical to leverage every consumer touch point to gain insights on how best to serve and engage customers to maximize profits and improve customer loyalty. With this data, retailers can create more targeted promotions, tailor store assortments to specific clientele, and create a superior, personalized shopping experience for customers at all stages of the buying cycle.
Customer: A large Fortune 500 retailer

Problem: The customer was unable to turn data collected through their loyalty card program into meaningful insights on customer spending patterns and behavior.

Solution: MicroStrategy allowed them to create reports and dashboards to track in-house promotions, conduct market basket analysis, and allow vendors to compete with one another to sell additional products based off consumer data.

Recognized value:

- Ability to conduct market basket analysis
- Greater insight into consumer behavior and buying patterns
- Increased revenue through more targeted promotions

How MicroStrategy helps with customer insight analysis:

Self-service — use visual data discovery to identify spending patterns and gain insight into customer behavior

Enterprise BI — establish an enterprise-standard analytics environment where decision makers from multiple departments such as marketing, merchandising, service, and operations can get a unified and holistic view of the customer base

Mobile — provide store associates with clienteling and assisted selling apps to provide better service and initiate upsell and cross-sell opportunities

Big Data — make sense of mass amounts of customer data that is collected during every transaction

Cloud — get access to all of your customer data in a fully functional analytics platform for a fraction of the cost
The world’s most comprehensive analytics platform. Period.

- **Insightful, beautiful, and effortless:**
  Self-service Analytics

- **Trusted analytics you won’t outgrow:**
  BI and Information-driven apps

- **Flexible, agile, and low risk:**
  On-premises and in the cloud

- **No data left behind:**
  Personal data, corporate data and Big Data

- **Brilliant user experience:**
  Web and mobile
Don’t take our word for it. The experts agree:

The BI Scorecard® Strategic and Product Summary by Cindi Howson highlights strategic criteria to consider when evaluating Business Intelligence vendors, as well as strengths and weaknesses of major products. Scores and analyses are provided for leading platform vendors and select specialty vendors in the Business Intelligence market.

"MicroStrategy has one of the most integrated BI platforms and has continuously expanded its BI capabilities through innovation versus acquisition."

– Cindi Howson, BI Scorecard Strategic and Product Summary