



TRACKING OUTLYING STORES AND PRODUCTS: **REPORTING AND BI VS. CB4**

Reporting and business analytics are used for a variety of purposes: from understanding the overall performance of a store, region, or category, to pinpointing underperforming SKUs in stores. However, retailers often struggle to provide stores with accurate and actionable reports that identify real problems at a SKU and store level. In this chart, we'll look at the differences between reporting tools/ BI and CB4.

CAPABILITY

SKU Accuracy

BI

Low accuracy. Benchmarks that are used in traditional reporting, such as time and cluster based, tend to be effective on category or store but not on a granular level. For more details, [click here](#).

CB4

Between 50-75% precision.

Focus Point

Typically focusing on top selling products regionally or nationally.

Highlights products that should have high demand locally, at a store level.

Actionability

Highlights a decrease in sales.

Uncovers operational issue and guides the store manager on how to resolve it.

Return on Investment (ROI) Measurements

Most BI tools cannot provide an accurate indication of ROI.

Each recommendation comes with an expected revenue lift. Dashboards measure the actual revenue gain vs. the expected. The solution is proven to increase net new sales by 0.8-3%.

Delivery of Insights/ Recommendation and Execution

Insights are typically delivered via email or other communication channels in which execution is hard to monitor and enforce.

Delivery is done via a mobile or desktop app that monitors completion. Dashboards measuring execution are available to managers.

A/B Testing

A/B testing measures the effectiveness of the reports and could be completed manually.

Automatically preformed each time recommendations are sent to the stores to validate that the increase in sales was indeed a result of the recommendation.

Measurement of Execution

Since responses from store managers are not tracked, it is difficult to measure execution and improve it.

Responses are measured and tracked. Unresponsive managers can be identified and feedback is gathered from operations teams.