

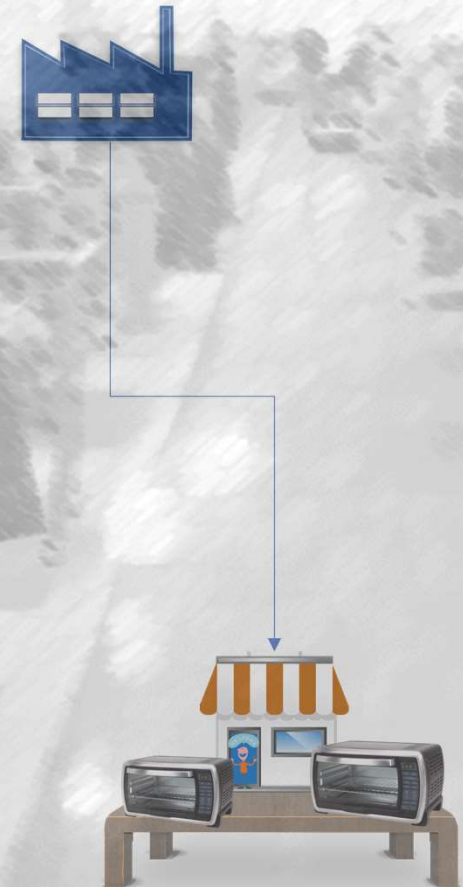
AI enabled Deep Analytic Solutions For Retail Businesses.

Empowering your Retail with edge cutting technology.



Introduction....

Retail emerges as a final chapter guiding a product from its manufacturing origins to align with consumer desires. Positioned between inception and consumption the product's essence resonates with individual aspirations. Retail becomes a crucible for human desires, where the alchemy of choice transforms goods into personalized artifact.



Introduction to Retail Analytics.

- Definition of retail analytics.

Retail analytics refers to the practice of analyzing data generated within the retail industry to gain insights into various aspects of the business, such as customer behavior, sales performance, inventory management, and marketing effectiveness. It involves the use of data analysis techniques, statistical methods, and advanced technologies to extract actionable insights that can help retailers make informed decisions and drive business growth

- Importance of analytics in the retail sector.

Retail operations generate a lot of data that have hidden insights about what happened and what is about to happen.

Hence the data between The Product – Price – Customer is of the utmost importance to derive insights for deep analytics.

- Challenges faced by retail businesses.

The retail sector in India faces several challenges, stemming from factors such as market dynamics, regulatory environment, technological advancements, and changing consumer preferences. Some of the key challenges faced by the retail sector in India today include:

Understanding Deep Analytics.

- Definition of deep analytics.

Deep analytics refers to the process of using sophisticated techniques and methodologies to analyze large and complex datasets in order to extract meaningful insights, patterns, and predictions that traditional analytics methods might not uncover. Unlike basic descriptive analytics, which focuses on summarizing historical data to provide insights into past performance, deep analytics employs advanced statistical, mathematical, and computational algorithms to delve deeper into the data, uncover hidden relationships, and generate actionable insights.

- How deep analytics differ from traditional analytics.

Traditional analytics typically deals with structured data, such as data stored in relational databases, spreadsheets, or structured text files. Deep analytics, on the other hand, can handle both structured and unstructured data, including text, images, videos, and sensor data.

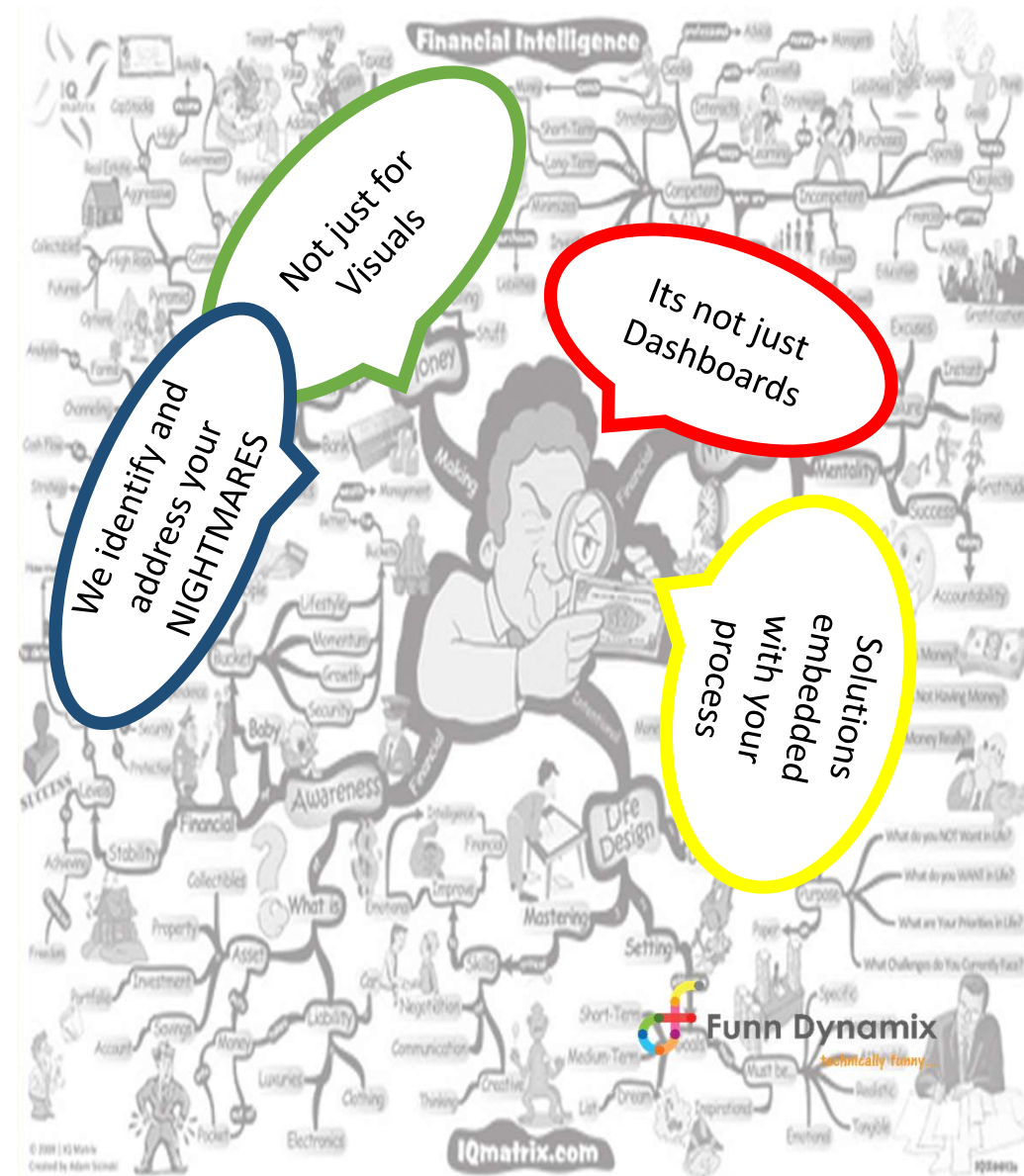
Funn Dynamix Solutions.

Our Solutions....

We start with the stakeholders Mind Map and his nightmares. If the stakeholder does not have nightmares it can mean “all is well” or “he has no clue” hence the Mind Map is the key to achieve an effective analytic initiative. It’s all in

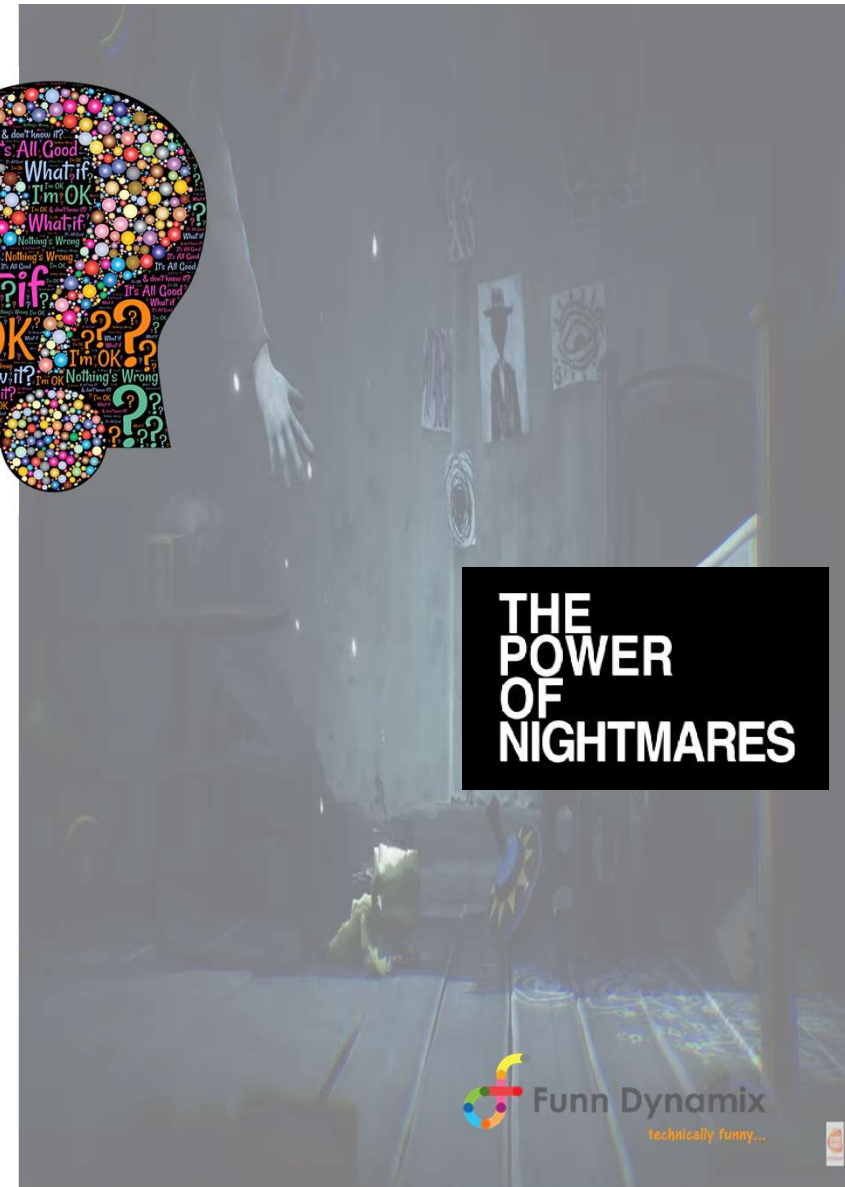
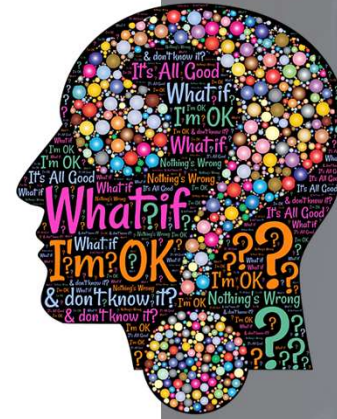
The Product-The Price-The Customer.

Our solutions are based on the
Descriptive Predictive & Prescriptive Analytics.



Why a Mind Map ?

- Our solutions are based on your Nightmares.
- If you do not have Nightmares then we see a problem.
- All business stakeholders MUST have or had a Mind Map which we would like to dig in.
- Org nightmares get mined from the Stakeholders Mind Map.



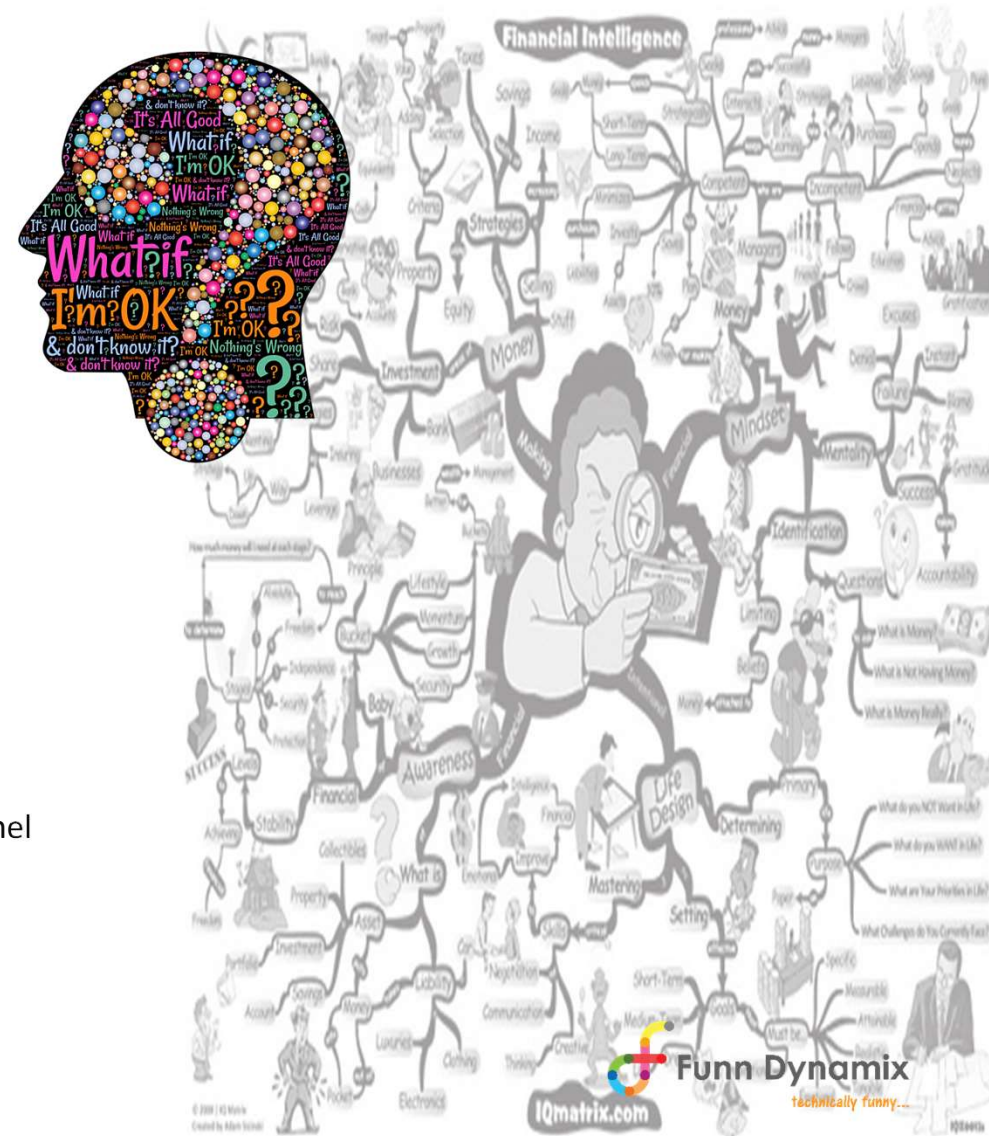
Main Branches:

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Mind Map continued...

Analytics Crucial for Decision Making:

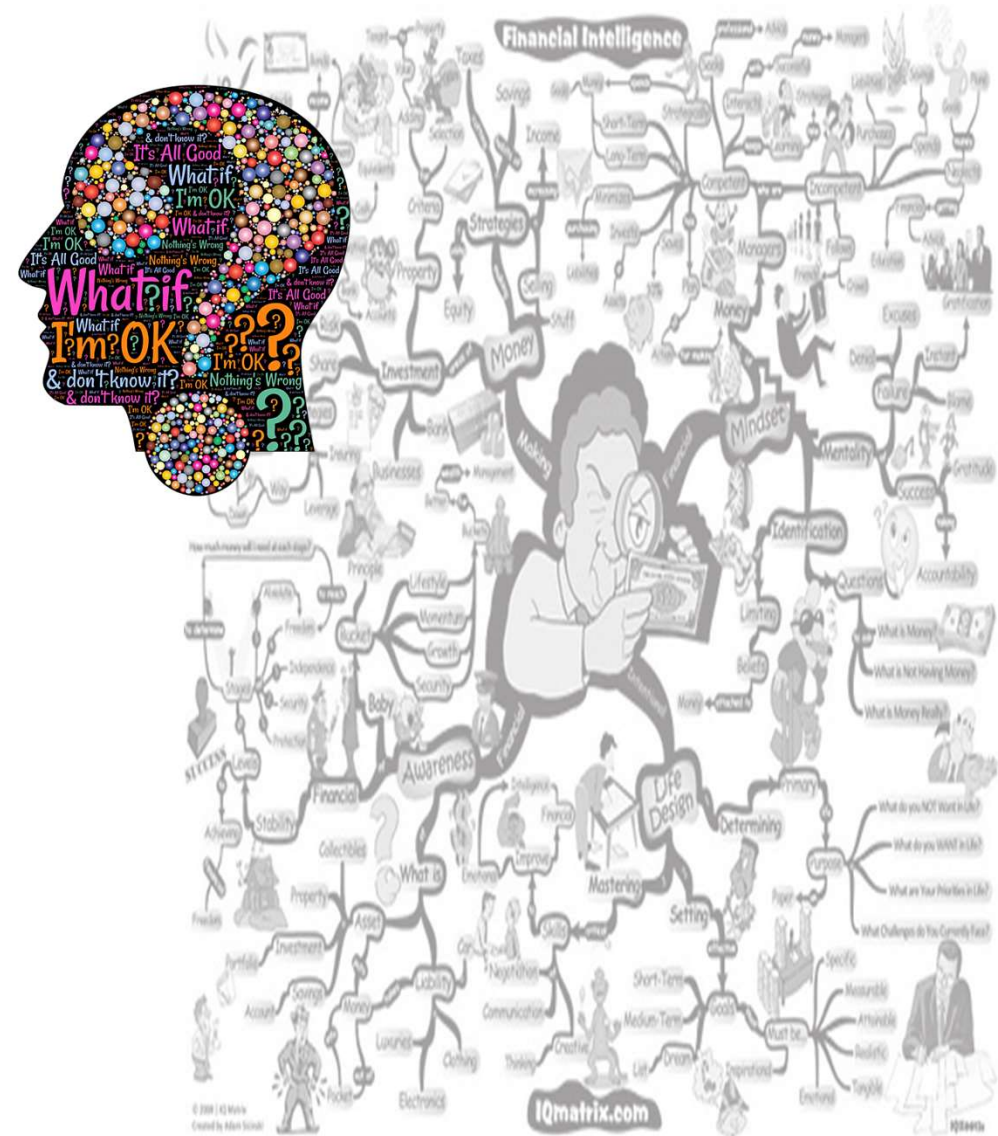
- Customer Analytics:
 - Purchase history analysis
 - Customer segmentation
 - Lifetime value analysis
 - Churn prediction and prevention
- Inventory Analytics:
 - Inventory turnover rate
 - Stock-out analysis
 - Demand forecasting
 - ABC analysis for inventory categorization
- Sales Analytics:
 - Sales performance by product category, region, and channel
 - Seasonality analysis
 - Cross-selling and upselling opportunities
 - Sales attribution analysis



Mind Map Continued....

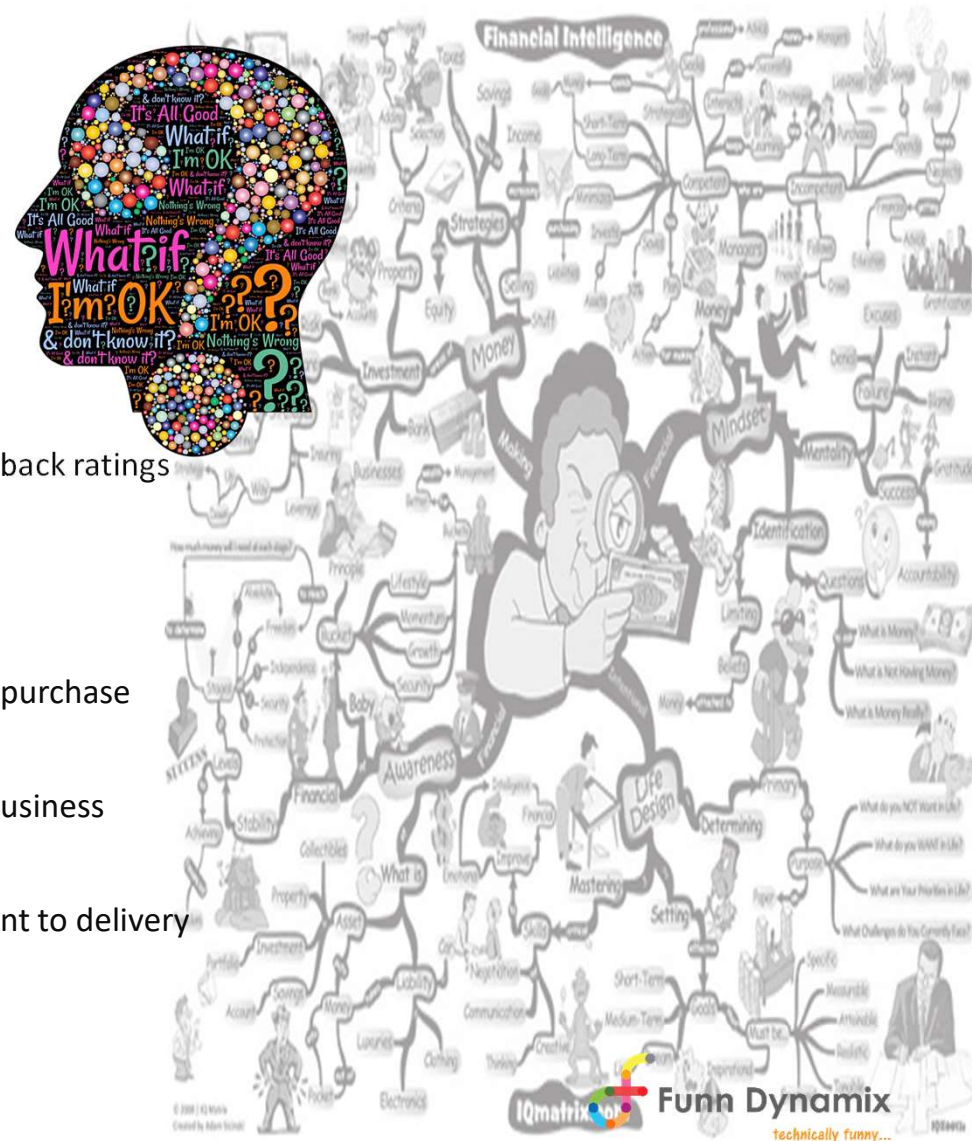
Analytics Crucial for Decision Making:

- **Market Analytics:**
 - Competitor analysis
 - Market trends and forecasting
 - Price elasticity analysis
 - Market penetration analysis
- **Operational Analytics:**
 - Supply chain optimization
 - Logistics efficiency analysis
 - Store performance analysis
 - Staffing optimization



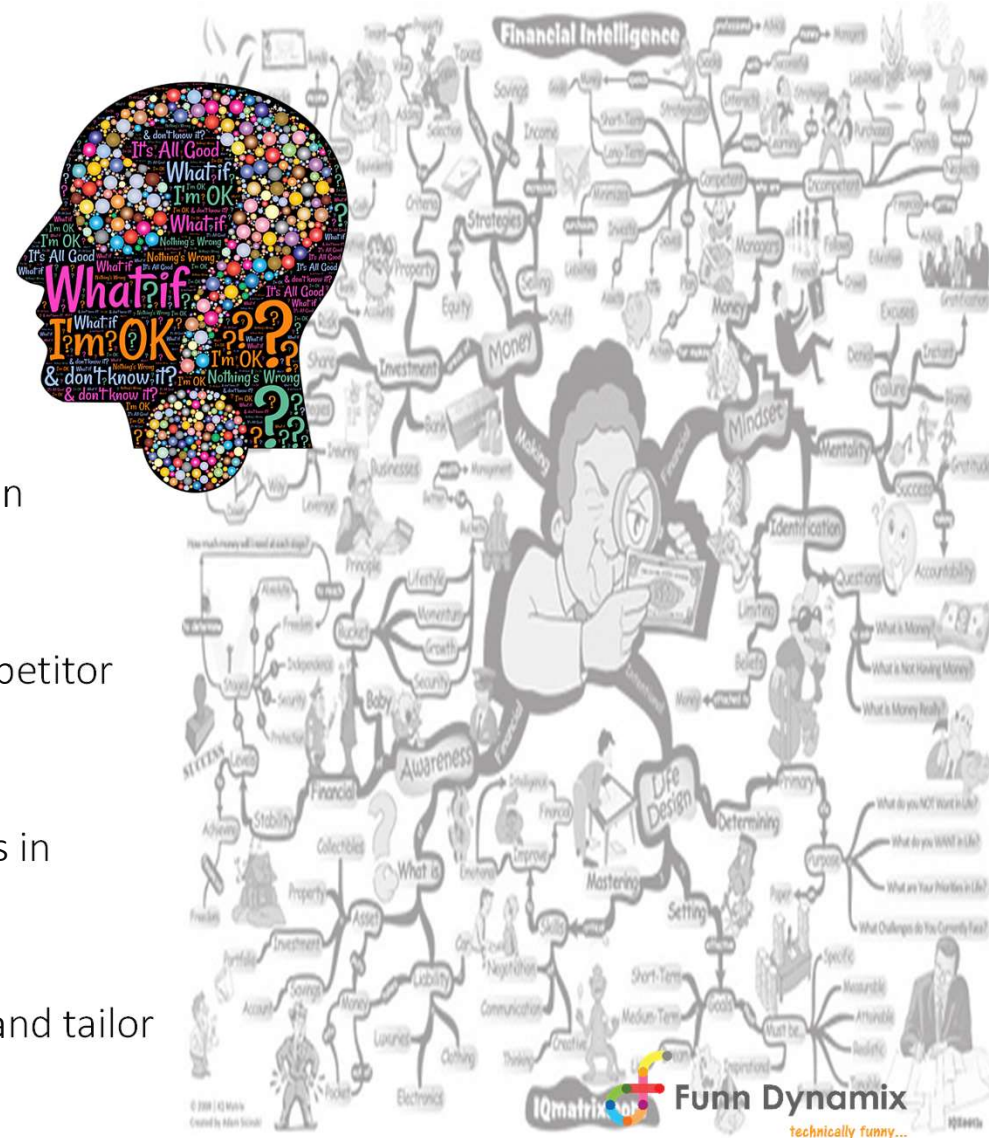
KPIs

- Customer Satisfaction Score (CSAT):
 - Percentage of satisfied customers based on surveys or feedback ratings
- Inventory Turnover Ratio:
 - Cost of goods sold divided by average inventory value
- Sales Conversion Rate:
 - Percentage of website visitors or store visitors who make a purchase
- Market Share:
 - Percentage of total market sales revenue captured by the business
- Order Fulfillment Time:
 - Average time taken to fulfill customer orders from placement to delivery



Profit Optimization:

- Analyzing profit margins by product category, channel, and customer segment.
- Identifying cost-saving opportunities in the supply chain and operations.
- Dynamic pricing strategies based on demand and competitor pricing.
- Measuring the effectiveness of promotional campaigns in driving sales and profitability.
- Calculating the CLV to prioritize high-value customers and tailor marketing strategies accordingly.



Some Crucial Use Cases.

Deep Customer Analytics is widely used to improve operational efficiency, enhance customer experiences, and drive revenue. Here are some use cases....

- 1. Personalized Recommendations:* Retailers leverage deep analytics to analyze customer purchase history and preferences. This data is then used to provide personalized product recommendations, either online or in-store, increasing the likelihood of additional purchases.
- 2. Dynamic Pricing:* Retailers use analytics to dynamically adjust pricing based on factors such as demand, competitor pricing, and customer behavior. This ensures competitive pricing strategies that maximize revenue and profit margins
- 3. Inventory Optimization:* Deep analytics helps retailers forecast demand more accurately, reducing excess inventory and stockouts. This improves overall inventory management, minimizes carrying costs, and ensures that popular products are always available
- 4 In-Store Analytics:* Retailers deploy sensors and cameras to track customer movements within physical stores. This data is then analyzed to optimize store layouts, product placements, and enhance the overall in-store experience

Contd....

- 5. ***Churn Prediction:** Identifying potential churn is crucial in retail. Deep analytics helps retailers predict customer churn by analyzing historical data, enabling proactive strategies to retain customers through targeted promotions or loyalty programs.
- 6. ***Supply Chain Visibility:** Retailers utilize analytics to gain insights into their supply chain, from manufacturing to delivery. This ensures efficient supply chain operations, reducing delays and improving the overall responsiveness to customer demands.
- 7. ***Optimizing Marketing Campaigns:** By analyzing customer response data, retailers can refine and optimize their marketing campaigns. This includes identifying the most effective channels, messaging, and timing for promotions.
- 8. ***Customer Sentiment Analysis:** Retailers use sentiment analysis on social media and customer feedback to gauge customer satisfaction. This valuable information helps in addressing concerns promptly and enhancing the overall brand reputation. These real-world use cases highlight how Deep Customer Analytics is instrumental in helping retailers understand and meet the evolving needs of their customers while improving operational efficiency and driving business success.

THANK YOU

DEEP ANALYTICS COULD PROVIDE YOU AN
IMAGE OF YOUR BUSINESS NIGHTMARE....

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