MARGINS & EFFECTIVENESS FOR RETAIL CHAINS
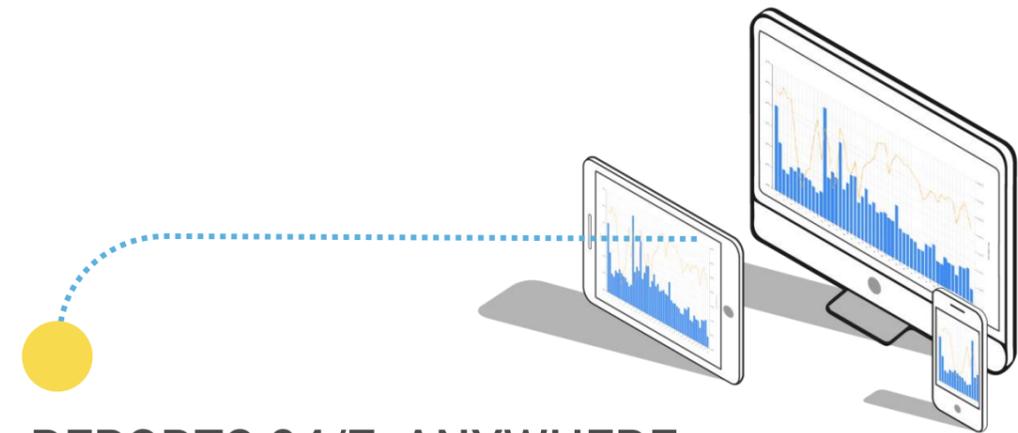
Business Analytics

Bilander

Your revenues can be increased by up to 4% just by improving your inventory management. And this is just for starters!

Run your business more easily and efficiently than ever before! **Let's talk.**

PROBLEMS with data?

Sandwiches sold daily (average)	10 000 pcs.
Energy drinks sold daily (average)	5 000 pcs.
SKU: over	12 000
Receipts annually	100 000 000

CLASSIFICATION OF RETAIL STORES

Analyze your store effectiveness using numerous characteristics (e.g. size of the premises, location, etc.).

Prepare profiled offers for various categories of stores.

BASKET ANALYSIS

Find goods frequently bought together. Come up with promotions that are more appealing to your customers. Build flexible cross-sell / up-sell scenarios.

GEOGRAPHICAL ANALYSIS

Accelerate awareness through data visualization on maps. Examine from any angle (revenue, turnover, number of receipts, unique loyalty cards, margin, etc.).
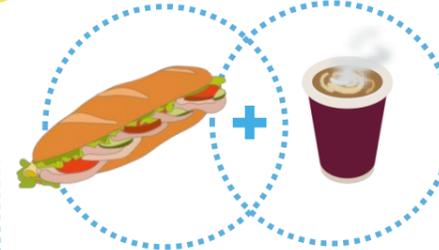
REPORTS 24/7, ANYWHERE

Headquarters, regional managers or store managers – they all use information around the clock and on any device (computer, tablet, smartphone). Eg. Current sales rankings / margin / turnover / dynamics for any store, region, the entire network.

CUSTOMER SEGMENTATION

Identify customer groups and the goods they buy. Create more appealing promotions, offers and means of communication.

LOYALTY PROGRAM

Examine customer behavior (shopping cart, geography, mobility, transactions). Accelerate the growth of your program by creating offers tailored to your clients.

MARKETING CAMPAIGN EFFECTIVENESS

Analyze & evaluate your promotion anytime. Check it even while the promotion lasts and boost its performance and message!

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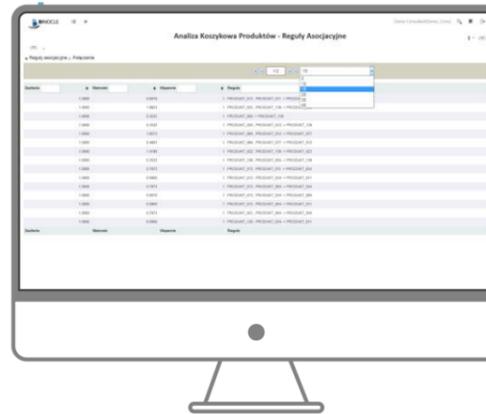
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FAST TROUBLESHOOTING

Quickly **find causes** of deviations from the plan.

Run in-depth analyses and data mining **anytime** you wish.

Define new reports and modify existing ones.

BASKET ANALYSIS

A customer on encountering an empty shelf **reduces their planned purchases by 40%**. This means a loss of up to **4% of annual revenue!**

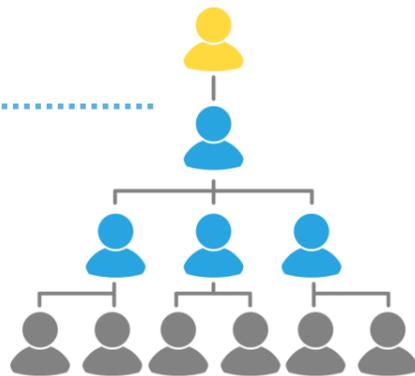**Manage your inventory** to meet the needs & habits of your customers.

OUTLET / BRANCH CLASSIFICATION

What is the **profit margin** of outlets in towns with a population of less than 50K?

Which stores provide our company with the highest profit margin?

INFORMATION CASCADES

Define and manage the list of people entitled to access information.

Binocle allows you to define it by rank, function, location etc. You can also apply individual settings to a person or group.
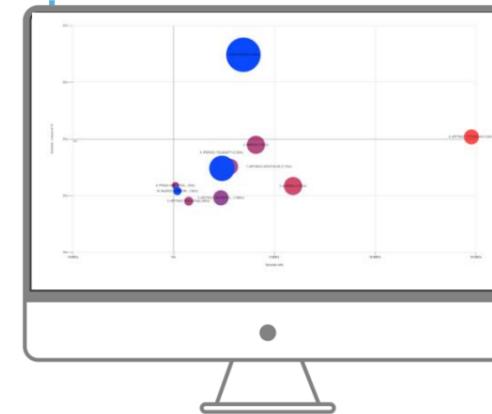
CUSTOMER SEGMENTATION

What are the **preferences of customers** in shopping centers?

What offer would be **the most relevant** for them?

LOYALTY PROGRAM

What groups of participants can be distinguished in the Program?

What offers encourage them to buy?

How many loyal / active customers do we have now?

TIME SAVING

Automate **data integration**. Stop wasting countless hours on manual data entry and reporting.

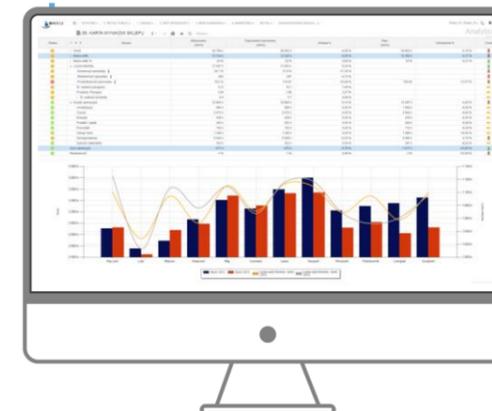Dedicate it to data analysis that actually brings real **benefits to your business.**

MARKETING CAMPAIGNS

Current promotion: how does it affect sales and substitutes?

Soda drinks: is it more effective to promote the long- or short-term?

PERFORMANCE METRICS

Does my store achieve its **sales target**s?

Which stores in my area need **special attention**?