

Efficiency Study on Category & Assortment Profit Analysis

Study on Maximizing Product Assortment – To Identify Opportunities for Improvement

- Gain actionable insight changes that can improve your ongoing operating profit
- Identify where performance can be improved by allowing local control of assortment vs corporate standard

Expected Results

We'll show the store to store variations in:

- Revenue and Margin per any space metric, (facing, square foot...)
- Lift Analysis of Ad Activity
- Margin and Revenue per store

Data Reviewed

Sales

- Revenue, COGS, Margin, Qty Sold, Transaction Count
- Ad Qty, Ad Cost, Ad Price
- Product groupings such as Dept, Category, Sub-Cat, Unique Product Count

Space

- Plan-o-gram ID, Square Ft, Cubic Feet, Capacity, Facing

Store or Regional Information

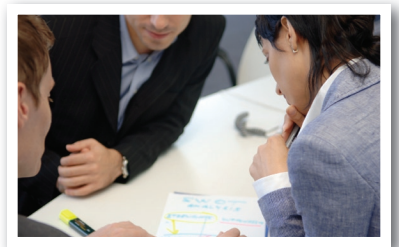
- Demographics, Ethnicity, Income, Education

About Salient

Salient Corporation offers business and government a new solution for efficient management. Drawing on diverse data from multiple sources, our technology measures how business activity creates value, quality, financial efficiency, productivity, while its user interface eliminates barriers to the use of this knowledge for continuous process improvement.

Salient's technology platform is a super scalable in-memory OLAP system for activity based value scoring. Its user interface is a graphical toolbox for interactive, stream-of-thought data mining, visualization and root cause analysis. Overall, the technology enables non technical knowledge workers to evaluate process behaviors rapidly, eliminate waste and optimize outcomes continuously.

Founded in 1986, Salient today serves more than 35,000 users in 53 countries. For more information, visit www.salient.com.



Salient Quick Start Plus

We can tackle any area of trade-spend performance management with a customized approach to meet the unique needs of your business. Our team will work with you to identify issues to be analyzed, business data needed and outputs to be delivered.



SALIENT[™]
Performance Management