

Retail and Consumer

Roadmap to Retailing in the Digital Era

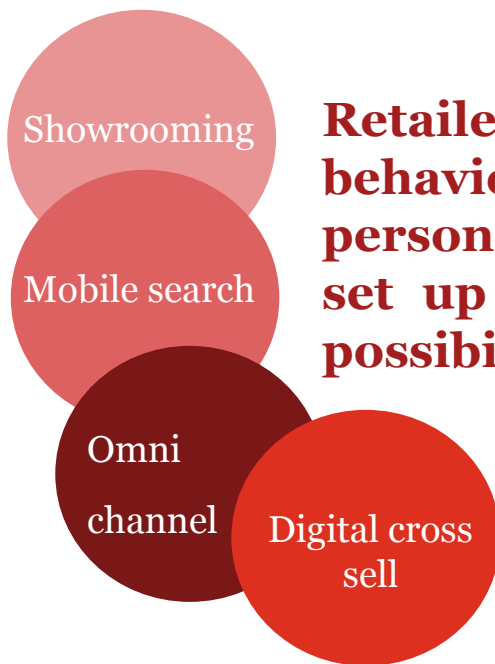
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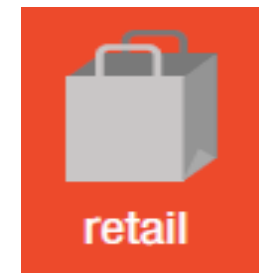
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Retailers are faced with a lot of difficult questions everyday about deciding the best course of action

The advent of cloud based POS, mobile technology and social media has led to exponential growth in the volume of data being generated and stored by retail organisations



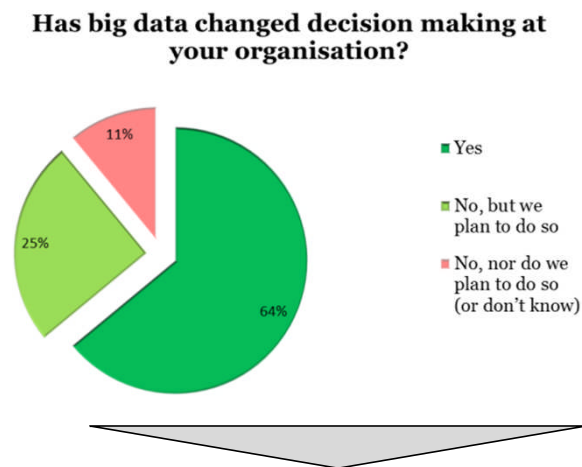
Retailers can no longer rely on historical shopping behaviors as consumers increasingly expect more personalised, digital experiences. Are your analytics set up to help you quickly spot and evaluate new possibilities and impacts?



Scope of analytics in retail

- The scope of analytics for retailers has graduated from using simple mining techniques like writing SQL queries to using complex statistical and machine learning algorithms to uncover latent patterns in data as well as predict future outcomes
- Sophisticated analytical tools are available to you to 'see' a wider range of possibilities and evaluate them quickly
- With the disruptions in the retail industry today, use of analytics can help organisations build efficiency in decision making

The response from a recently held PwC sponsored survey typifies the growing acceptance of analytics as an essential component of decision- making across businesses

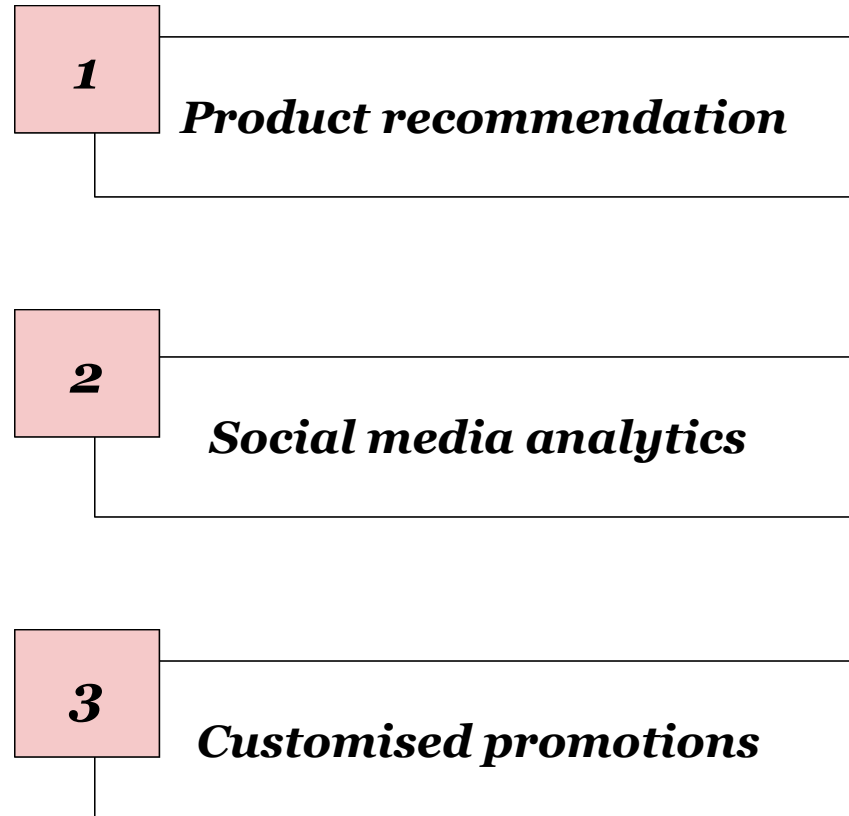


The top changes to decision-making pointed out by the respondents further establish this shift in paradigm:

1. Greater use of specialized analytical tools and techniques
2. Employing a dedicated data insights team to inform strategic decisions

Analytics for improving customer experience

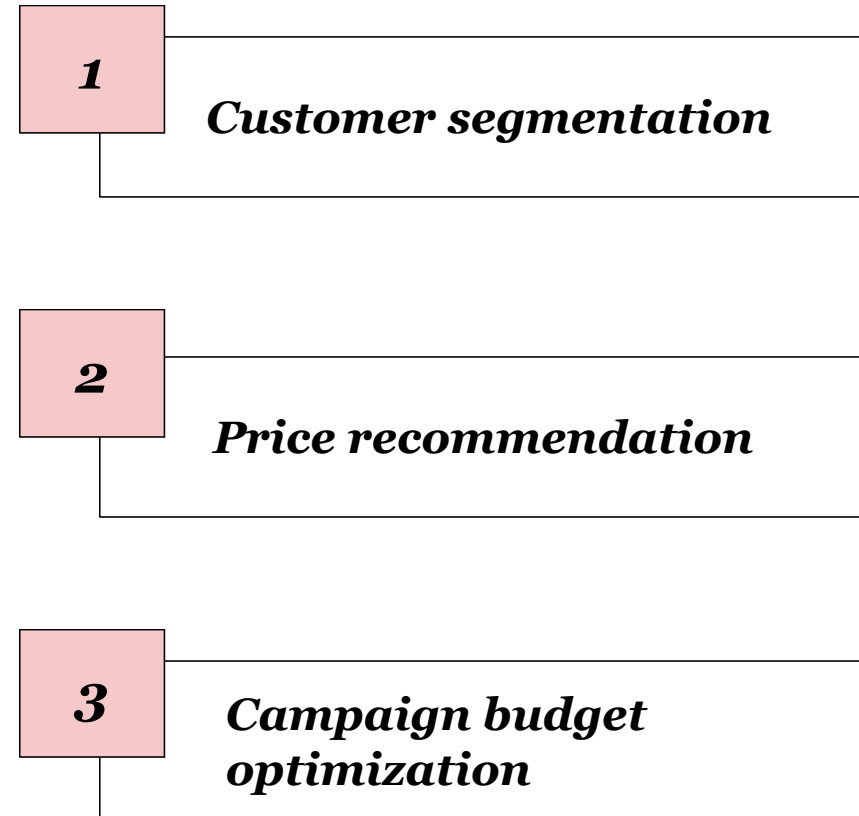
- ***Customer experience has emerged as an important lever to help retailers create a niche for their brand in the minds of the consumers***
- ***Analytics can play a major role in addressing key concerns which would help enhance customer experience***



Helping the retail marketer through analytics

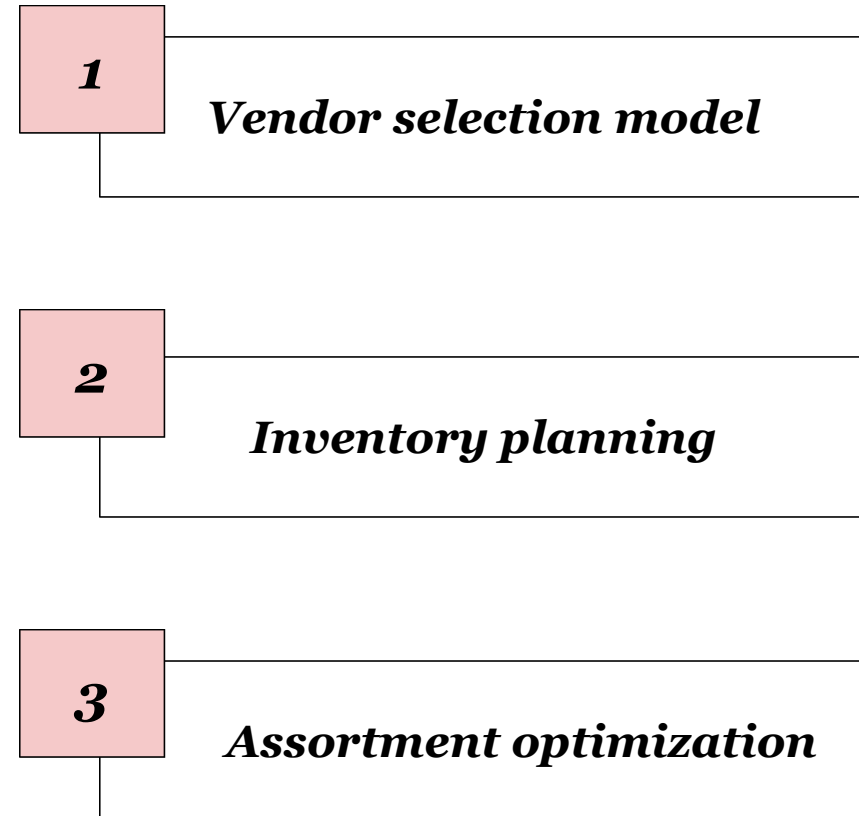
Analytical solutions can help a marketer:

- gain an edge over competition by helping understand the customers better,*
- make logical pricing decisions,*
- hold effective promotional schemes; and*
- perform optimal apportioning of marketing spend*



Using analytics to streamline the supply chain

- *Maintaining a presence across the multiple retail channels has made it imperative for retailers to have efficient supply chain and fulfilment capabilities*
- *Through the various analytics solutions, retailers can improve sales through the optimal display of products based on demand and profitability and prevent loss of opportunities from out-of-stock scenarios*



Analytics capability building in retail businesses



- **Use of analytics has been highly disruptive across retail globally, affecting not only the revenue and cost structures but also shaking up the core business and operating models**
- **However, retailers may face certain challenges in building the analytics capabilities in the organisation.**
- **Instead of focusing on the technology initially, the core capability dimensions that need to be addressed at the onset should be process, culture and resources**

Thank you

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