

# UNDERSTAND ITEM AVAILABILITY WITH 1010DATA ADVANCED PRODUCT VISIBILITY

Identify and address product availability challenges via user-friendly tools that leverage a unique set of SKU and store level metrics

Retailers and manufacturers spend considerable resources ensuring they have enough product in stock to meet consumer demand. However, problems arise that can impact on-shelf availability and prevent products from getting into shoppers' baskets. There are many causes of out-of-stocks such as item mismanagement, inaccurate product data, delivery issues, improper signage and more. If products aren't available when and where shoppers expect them, shoppers take their business elsewhere resulting in lost sales, excess inventory and brand or store switching.

## THE RIGHT TOOLS FOR IMPROVING PRODUCT VISIBILITY

By analyzing historical patterns across metrics on an item-by-item basis, 1010data Advanced Product Visibility (APV) leverages big data and proprietary algorithms to transform a manual process into a data-driven activity. 1010data APV provides the tools for vendors to identify when their products are likely out of stock, what the root causes are, and what corrective actions can be taken to remedy the situation and prevent lost sales.

With 1010data APV, retailers can:

- ◆ Identify stores or items with recurring shelf availability problems
- ◆ Increase sales with replenished shelves and fewer out-of-stocks
- ◆ Improve the shopper experience by achieving higher consistency in product availability



1 1010data APV calculates an expected sales rate for each monitored SKU in each store, based on its historical sales and other factors including day of week, seasonality, and promotions



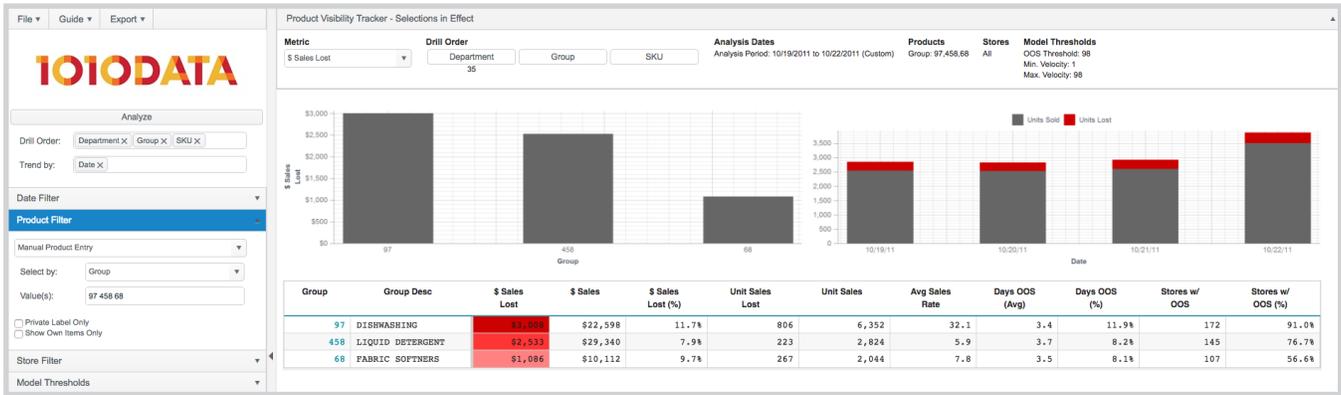
2 When a SKU doesn't sell as expected in a given store on a certain date, 1010data APV calculates a probability that the item was out of stock, which increases with each day of zero sales



3 When the probability passes a specified threshold, a potential out-of-stock alert is generated



4 Potential out-of-stock alerts are then used to calculate a number of metrics that help the vendor identify corrective actions to ensure product availability



Drillable metrics in the Product Visibility Tracker allow users to investigate the root causes of shelf availability challenges

## THE FLEXIBLE TOOLS TO GET A HIGH-LEVEL OVERVIEW OF PRODUCT AVAILABILITY AND DIVE DEEP INTO KEY METRICS

**Scorecard:** A quick summary of potential out-of-stock alerts for a vendor’s top ten SKUs including:

- ◆ Weekly alerts by item
- ◆ Item alerts by store division
- ◆ Distributors/bottlers with the highest % of alerts
- ◆ Alerts by day of week
- ◆ Other key sales metrics

**Product Visibility Tracker:** An intuitive interface of widely used sales and service metrics that enables users to drill down to the desired level of granularity.

**Comp Sales by Store Report:** A year-over-year analysis that enables vendors to track how their items are performing at the comp store level and compare that to how a larger set of items are performing.

**Sales Threshold Report:** Receipts-based analysis that tracks by item how many stores sold zero (or any other preferred threshold) units.

Contact 1010data now to get started.

