

Growth Your Business with ●●●●



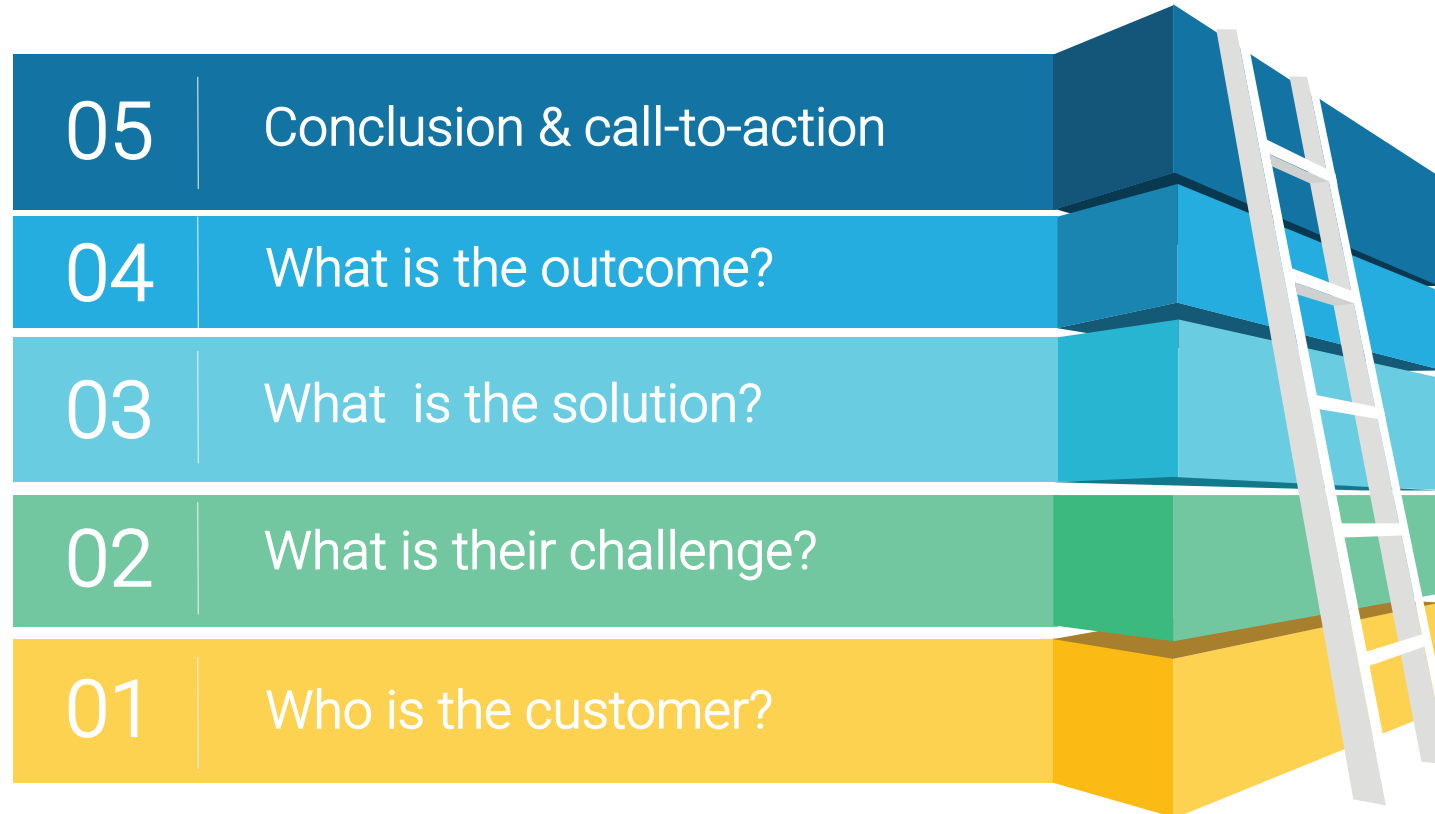
EVERYTHING YOU ALWAYS WANTED TO KNOW ABOUT SALE BUT YOU WERE AFRAID TO ASK

CASE STUDY | EXAMPLE

WARSAW JUNE 2019

CASE STUDY

STRUCTURE



CUSTOMER

EACH BRAND OWNER & RETAIL CHAIN

3

FMCG

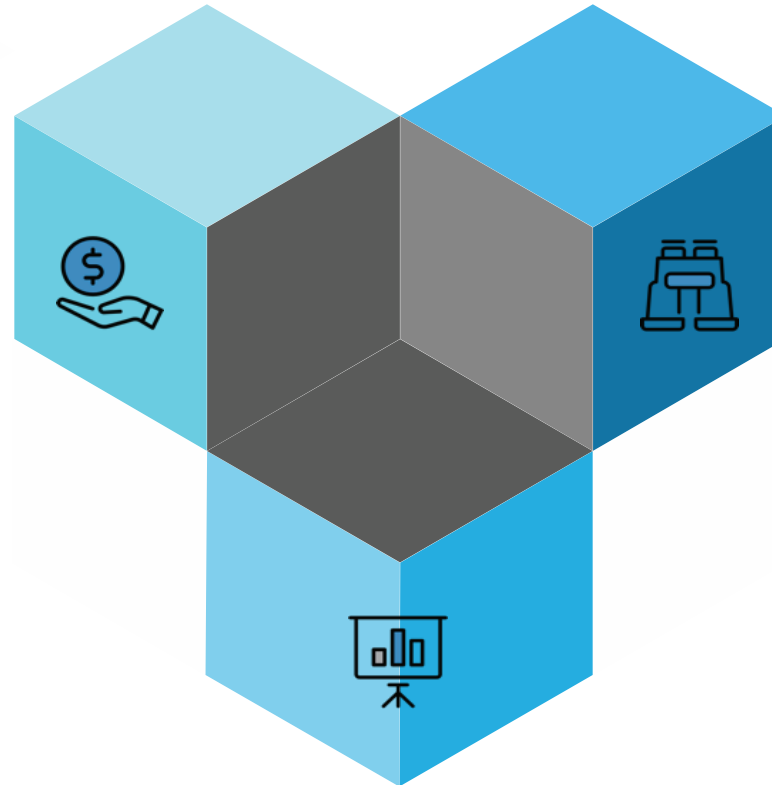
↗ Retail

CUSTOMER NEEDS

BETTER BUSINESS UNDERSTANDING IN POS TO DRIVE PROFITABLE VOLUME

REVENUE GROWTH

PROOF THAT MY PRODUCT PORTFOLIO, PICTURE OF SUCCESS AND MARKET INVESTMENT ARE CORRECT



EXECUTION IMPROVEMENT

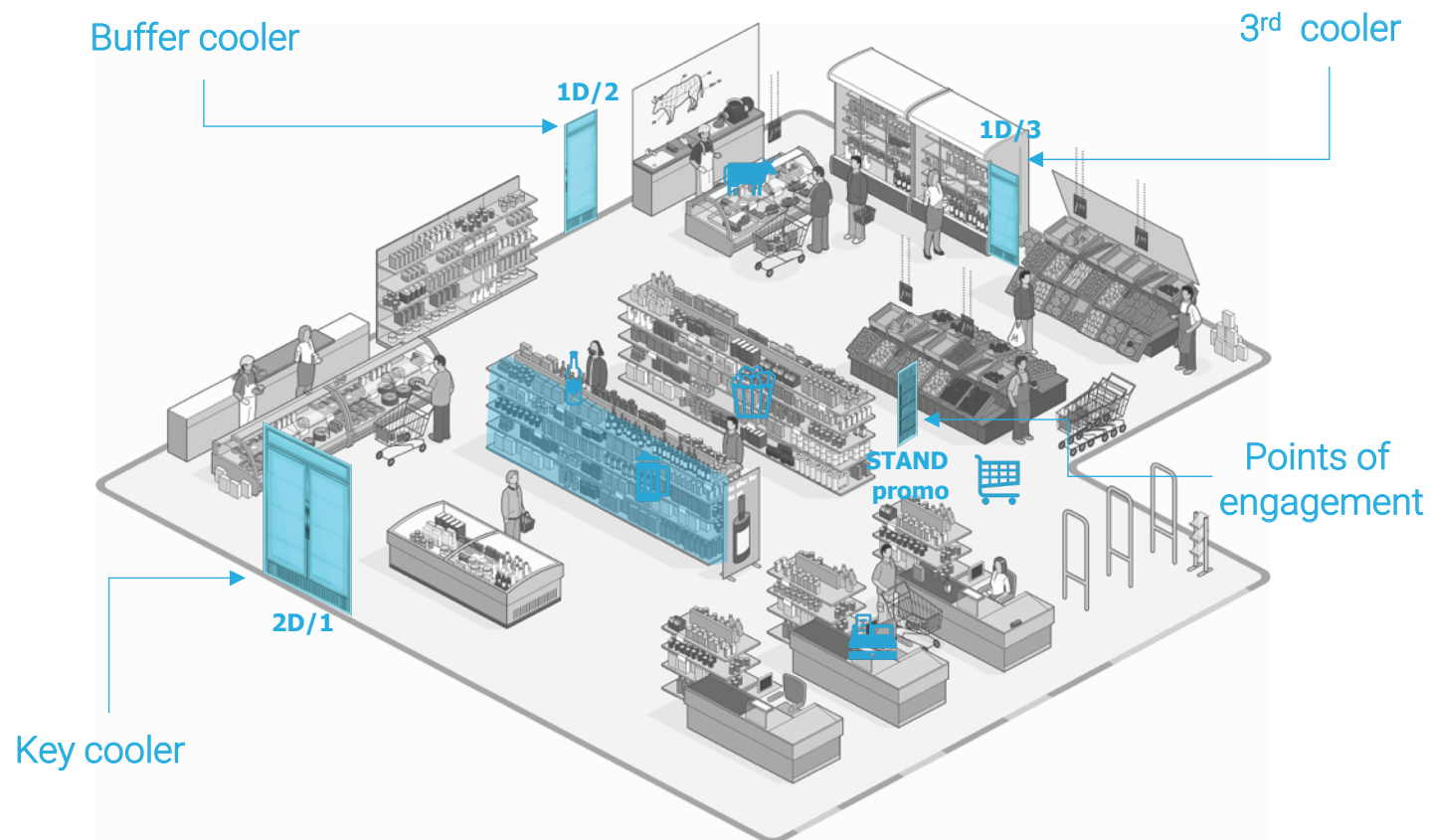
COLLECT UNIQUE SALES DATA FROM POS FOR MY EXECUTION STANDARDS RE-DEFINITION & OPERATING COST OPTIMIZATION

STRATEGIC PLANING

DELIVER INSIGHTS AND RECOMMENDATION TO DESIGN MY LONG-TERM BUSINESS PLAN

OUR CHALLENGES

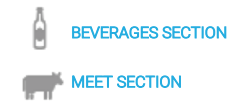
SALES ANALYSIS BASED ON ONLINE DATA NOT AVAILABLE BEFORE



We provide insights for following topics:

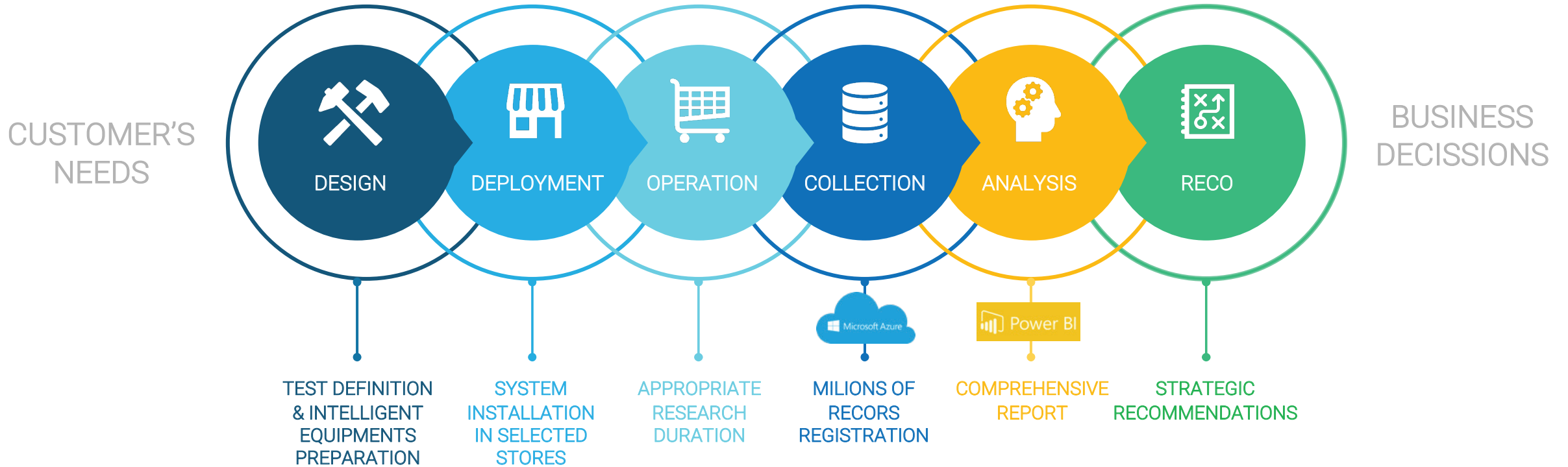
- Sales by SKU's per equipment (shelf section)
- Incremental volume & value
- CatMan tool
- Size of the sales depending on standards
- When 2nd or 3rd cooler is justified?
- The best-selling section in grocery store
- The best-selling days of the week
- The best-selling times of the day
- Bounce rate
- Online stock management
- Promo effectiveness and ROI
- Co-buying analysis (x-sale)
- And all other.....

CASE STUDY | EXAMPLE



WHAT IS THE SOLUTION?

MARKET RESEARCH BASED ON INTELLIGENT SHELF TECHNOLOGY



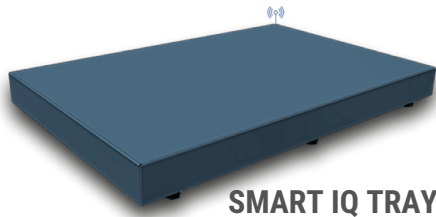
THE SMART EQUIPMENT

GLASS DOOR COOLERS & STANDS & PROMO TRAYS

SMART IQ DISPLAY

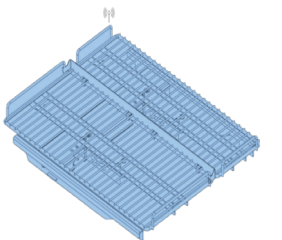
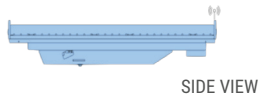


Example displays that can be correlated with IQ tray



- Independent system sends data from point of sales via GSM telemetric transmission
- System records in AZURE cloud every single sales transaction
- DIGITAL SIGNAGE - Remotely managed video content and lighting colour
- Adjustable number of shelves and measure sections
- Changeable graphics
- Patented hardware & software working based on tensometric technology

FULLY ADJUSTABLE SMART COOLERS IQ SHELF



CASE STUDY | EXAMPLE

HIGH REPORTING RANGE

3 RECORDS OF INFORMATION ANSWER FOR ALL FUNDAMENTAL QUESTION

SALES TRANSACTION



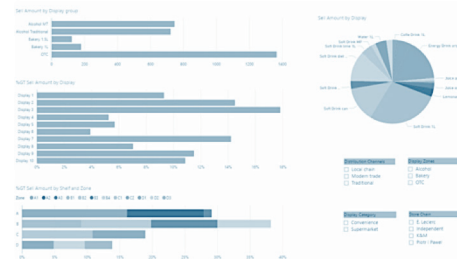
DATE & TIME & TEMP.



GEOLOCATION



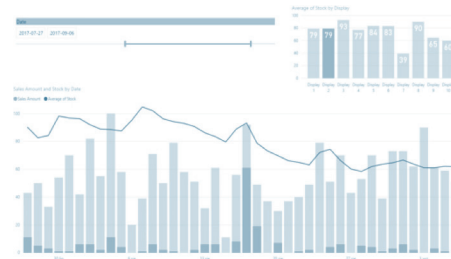
HIGHLIGHTED TRENDS AND ANOMALIES



- CUSTOMIZED DYNAMIC VISUALIZATION
- FLEXIBILITY IN EXPLORATION



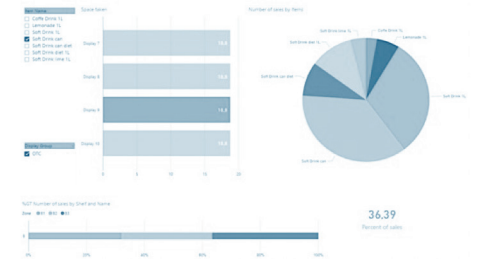
STOCK ANALYSIS



- VISIBLE OUT OF STOCKS
- SALES STOCK CORRELATION
- GOLDEN SALES PLACES



SHELVE AND SPACE VS SALES COMPARISON



- FOR EVERY PRODUCT
- FOR EVERY DISPLAY
- FOR EVERY CATEGORY



ANALYSIS AND RECOMMENDATION FOR LONG TERM STRATEGIC PLANNING
COMPETITIVE EDGE

INCREMENTAL VOLUME

EACH ADDITIONAL POINT OF ENGAGEMENT GENERATES DOUBLE-DIGITS VOLUME GROWTH

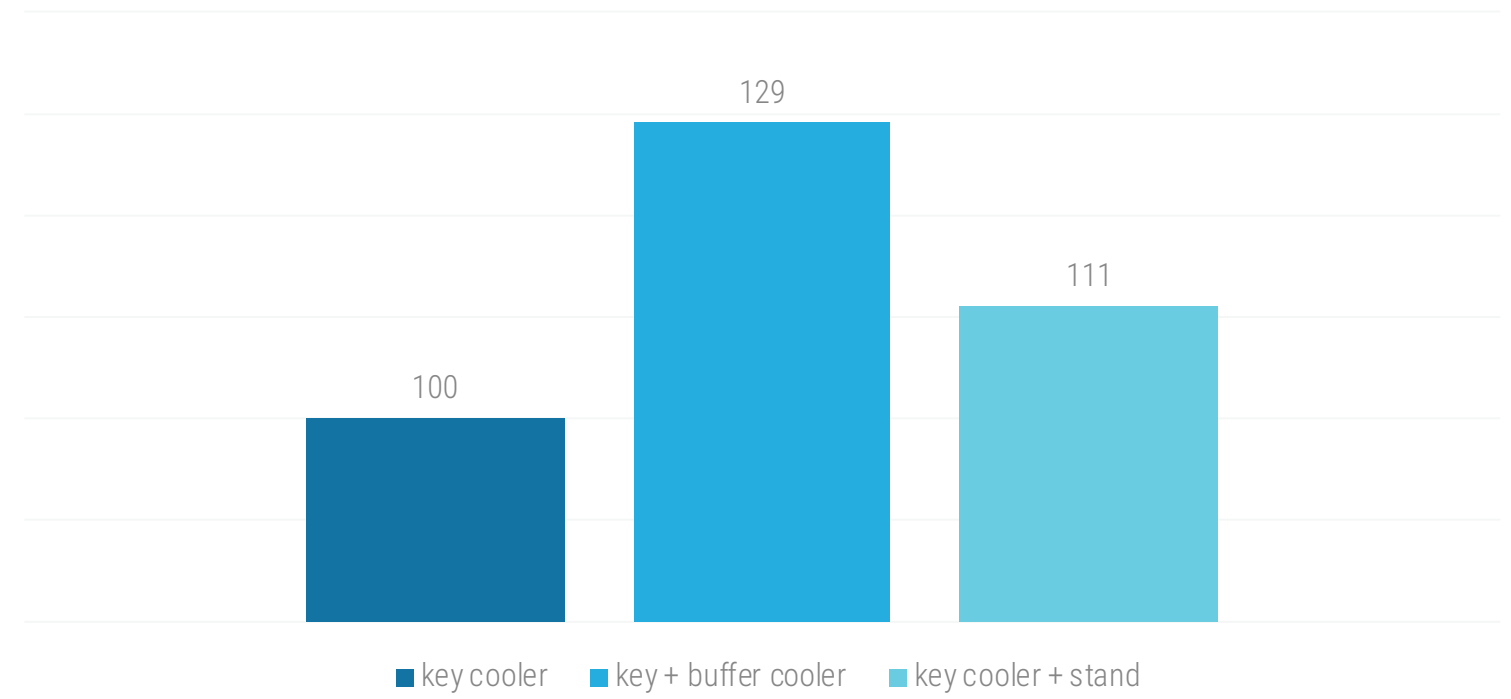


Key cooler

Buffer cooler

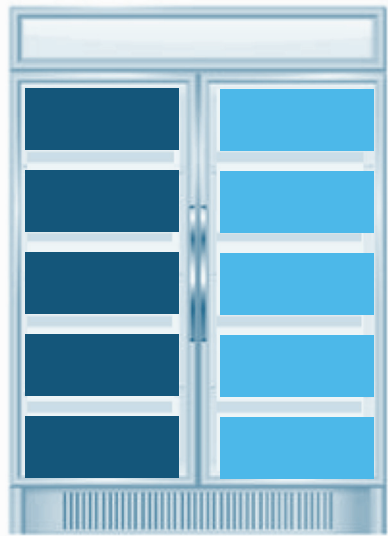
Promo stand

of Transaction evolution

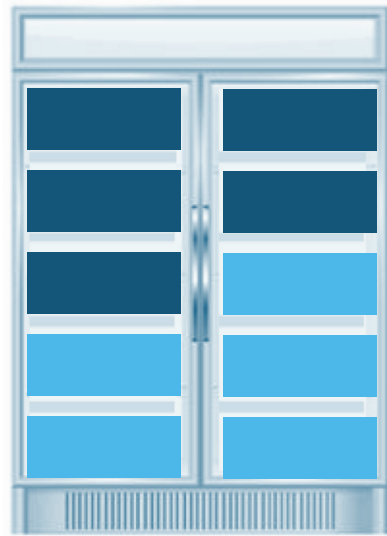


PLANOGRAM STANDARD

TYPE OF PLANOGRAM DOES NOT AFFECT THE SIZE OF THE VOLUME

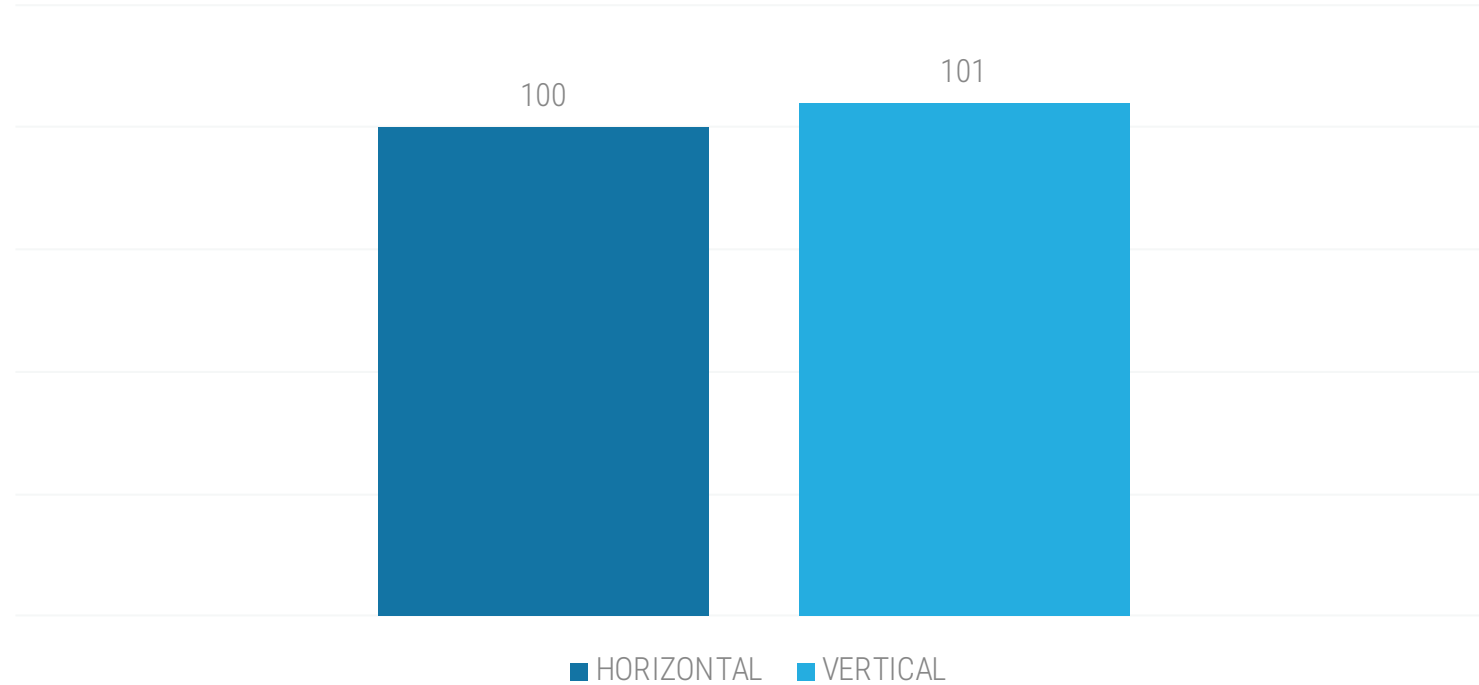


VERTICAL PLANOGRAM



HORIZONTAL PLANOGRAM

of Transaction evolution



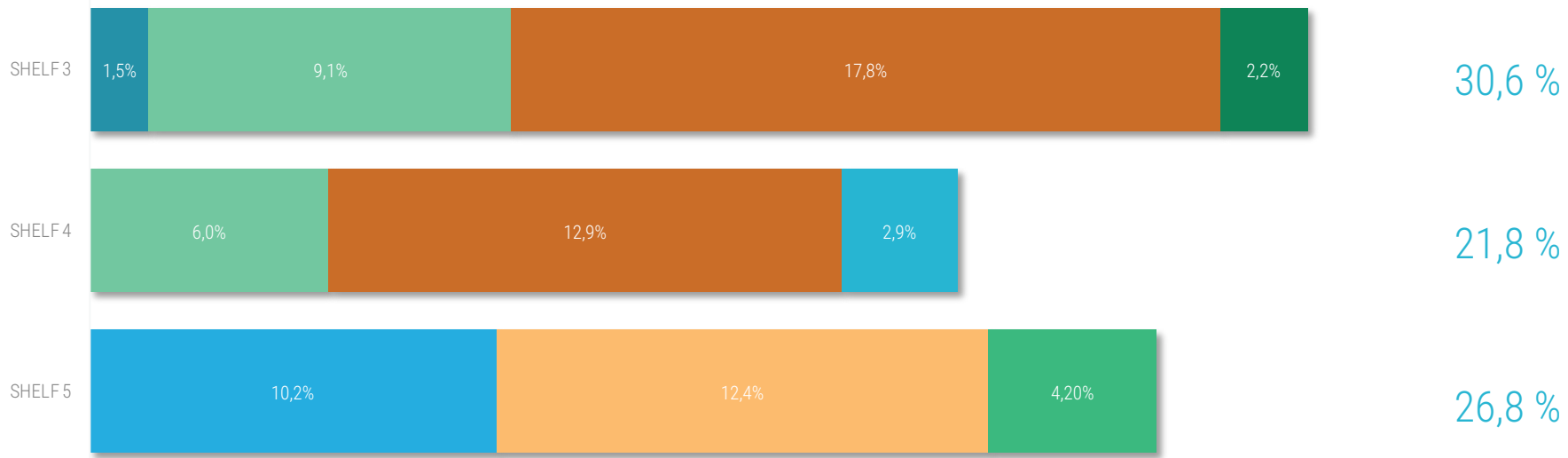
THE BEST SHELF IN COOLER

SKU WITH THE HIGHEST MARKET SHARE DECIDES WHICH SHELF IS THE BEST

HIGH PROFIT SKU'S
20% SHARE



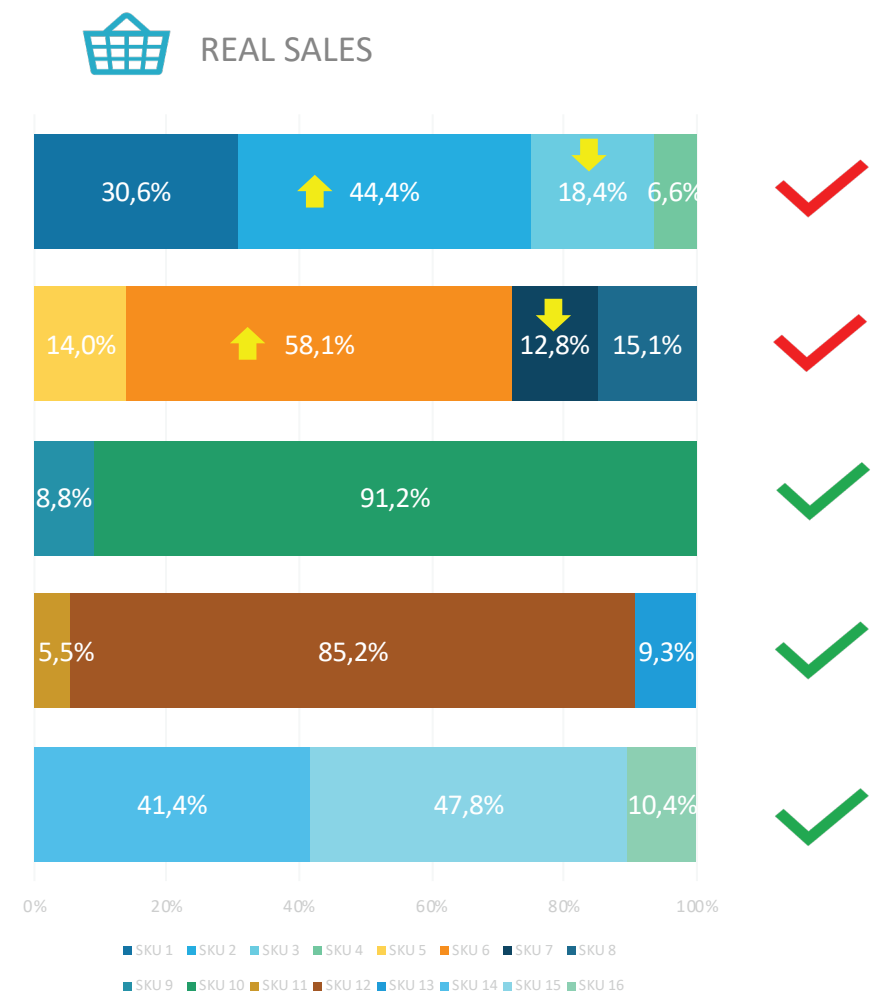
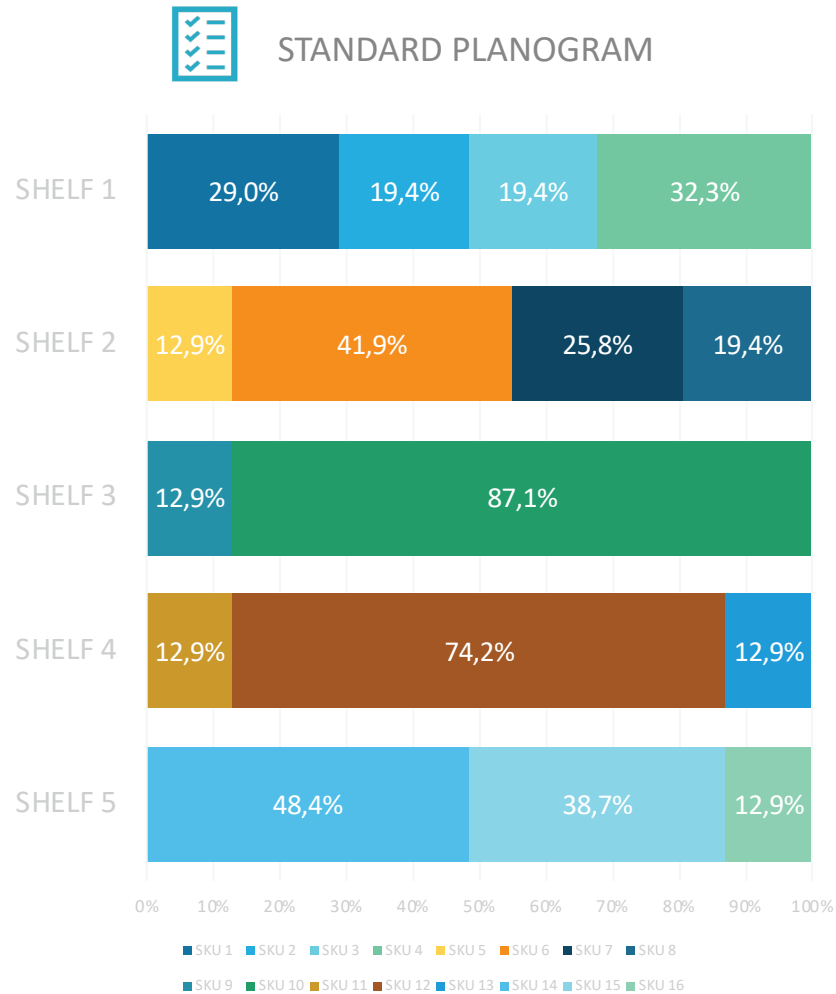
LOW PROFIT SKU'S
80% SHARE



■ SKU 1 ■ SKU 2 ■ SKU 3 ■ SKU 4 ■ SKU 5 ■ SKU 6 ■ SKU 7 ■ SKU 8 ■ SKU 9 ■ SKU 10 ■ SKU 11 ■ SKU 12 ■ SKU 13 ■ SKU 14 ■ SKU 15 ■ SKU 16 ■ SKU 17 ■ SKU 18

STANDARD VS. REAL SALES

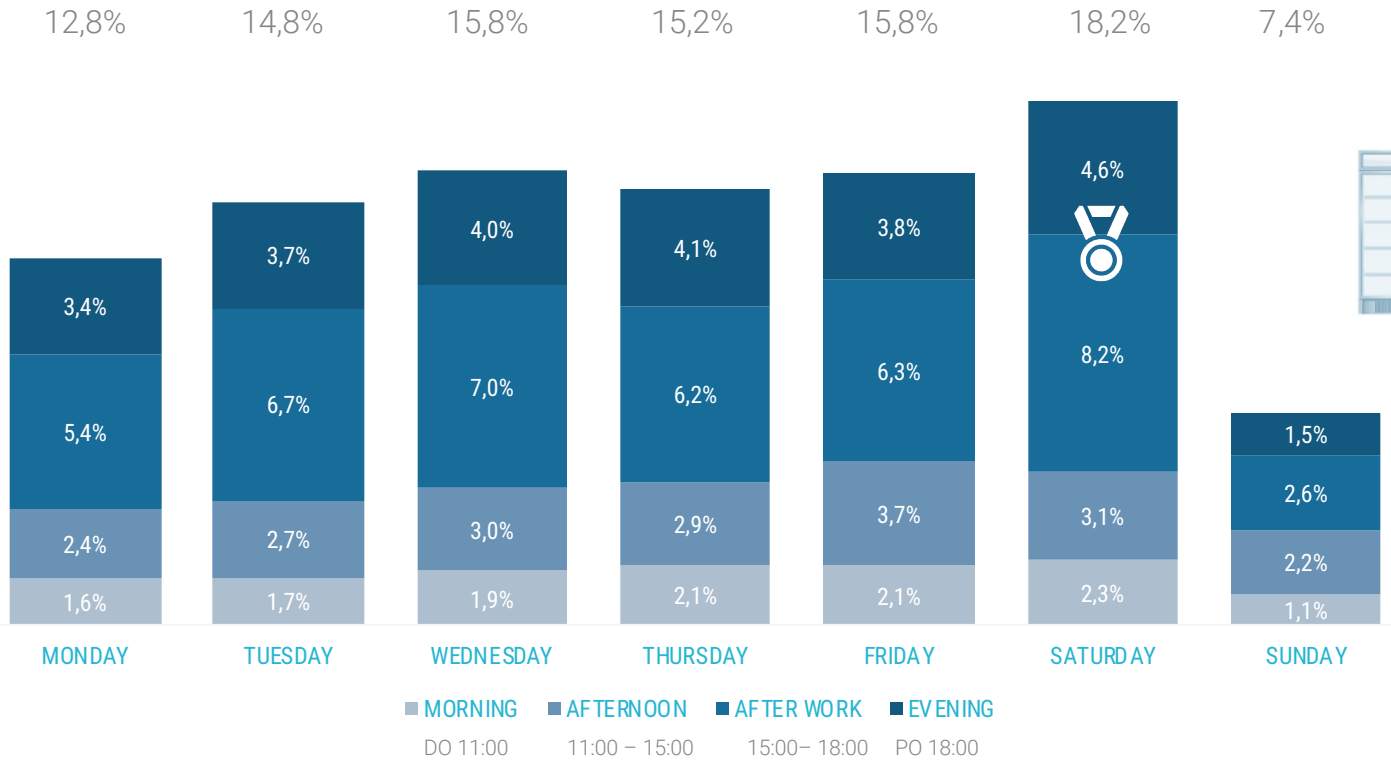
FOR SALES PROFITABILITY IMPROVEMENT REQUIRED IS TO ADJUST 2 FIRST SHELVES



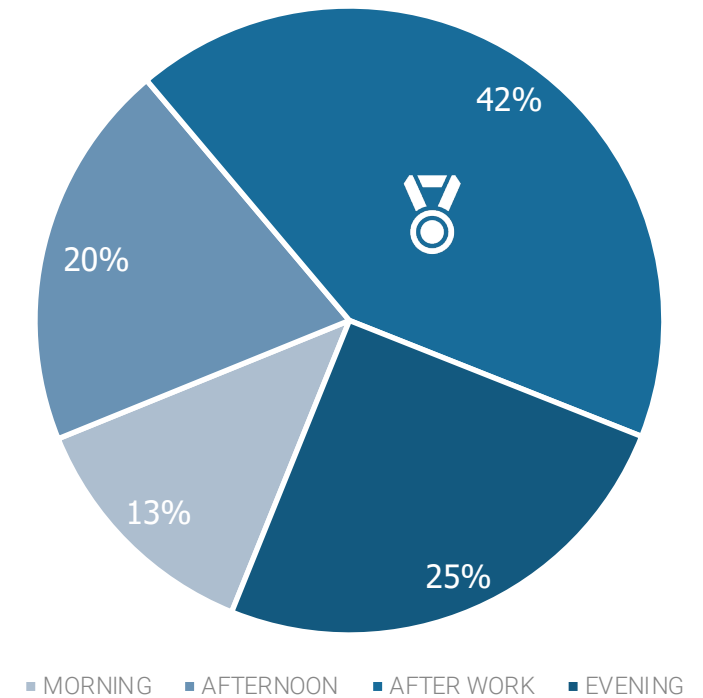
SALES DISTRIBUTION DURING A WEEK

SATURDAY IS THE BEST-SELLING DAY DURING A WEEK AS AFTER WORK IS THE BEST TIME OF THE DAY

% VOLUME SHARE OF TIME OF DAY DURING A WEEK

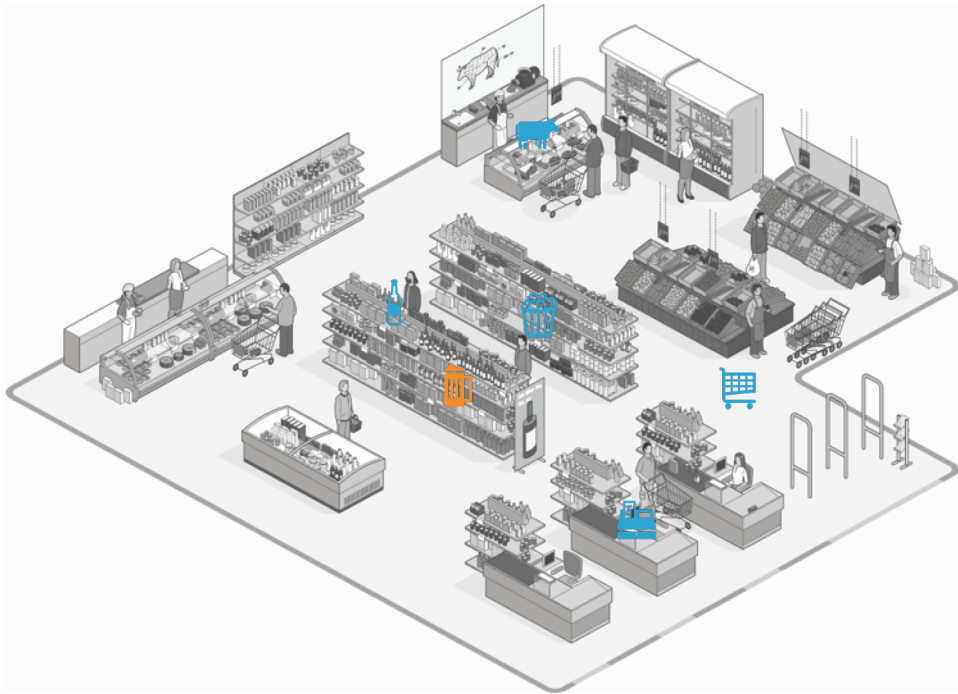


% VOLUME SHARE OF TIME OF DAY IN TOTAL WEEKLY SALES

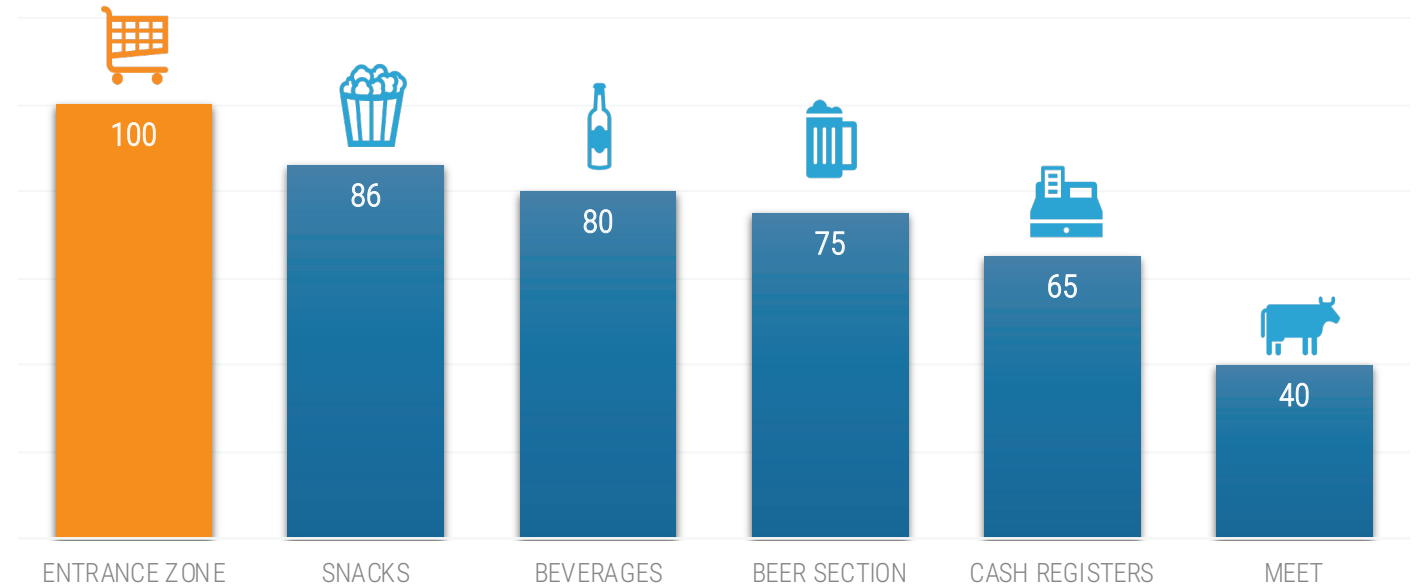


GOLDEN PLACES IN STORE

THE BEST SALES EFFICIENCY COMES FROM ADDITIONAL STAND LOCATED IN ENTRANCE ZONE



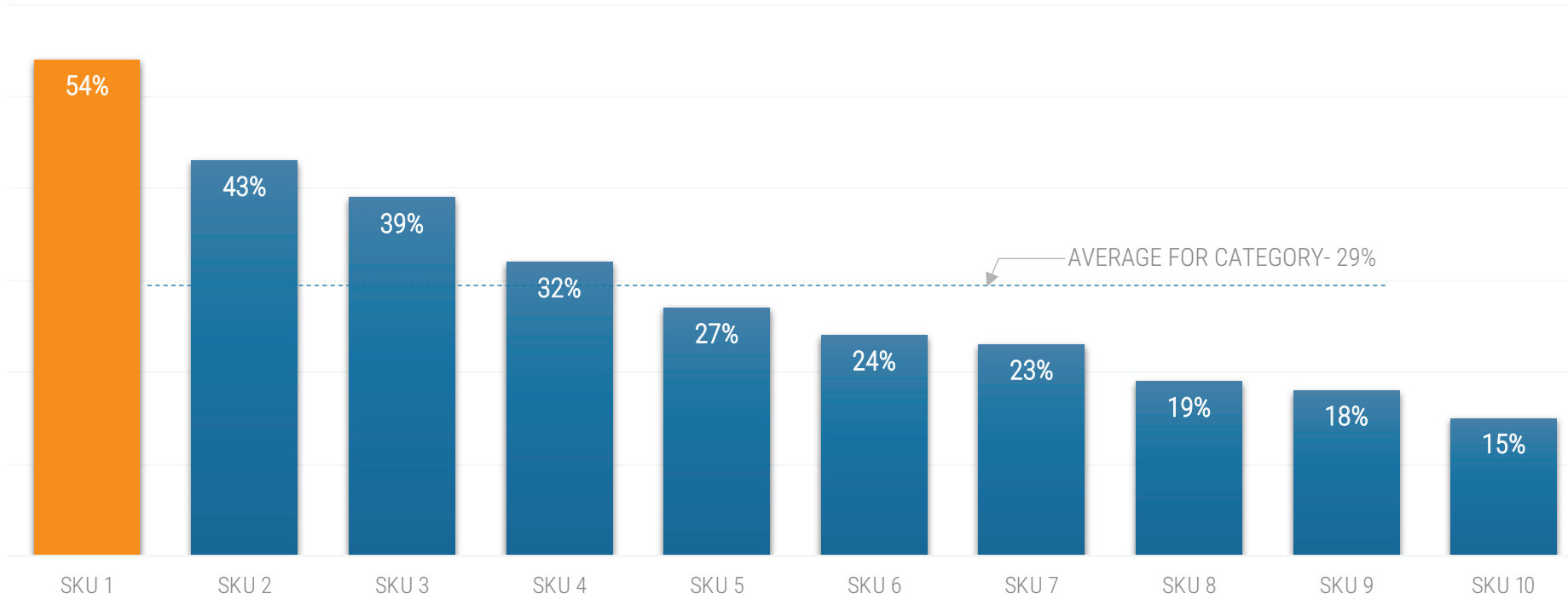
SALES INDEX PER STORE SECTION



BOUNCE RATE

SHOPPER IS VERY REQUIRING

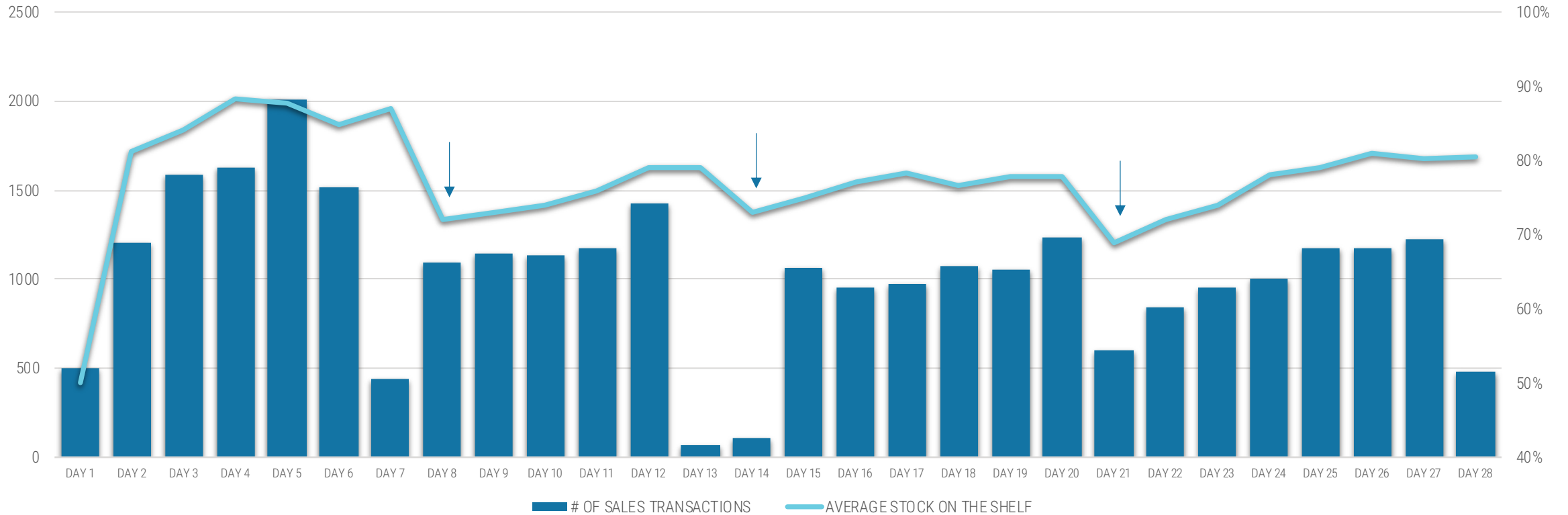
AVERAGE BOUNCE RATE



SALES FROM THE SHELF VS. STOCK

THERE IS A CLEAR CORRELATION BETWEEN OSA AND SALES TRANSACTIONS

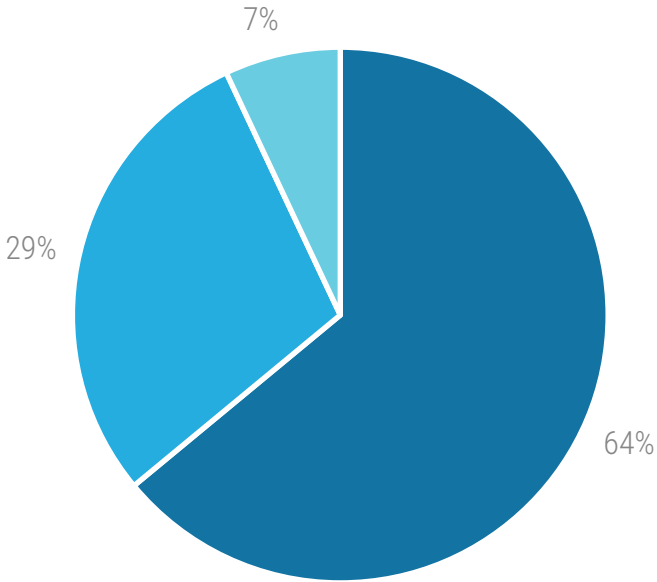
SALES TRANSACTIONS VS. STOCK ON THE SHELF



BASKET ANALYSIS - CROSS SELLING

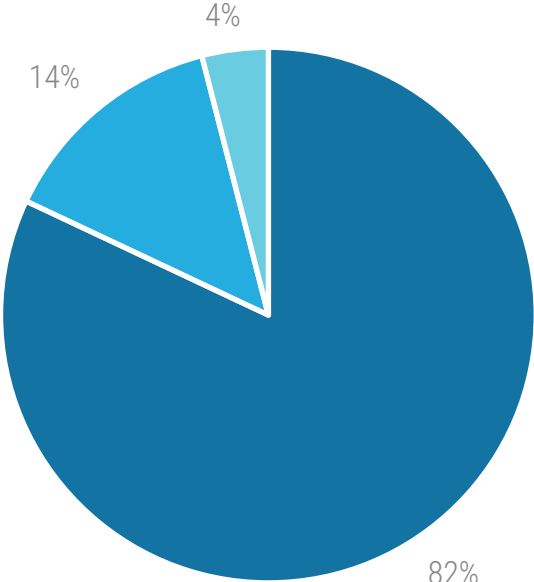
RICHEST SHOPPER LIKES MORE EXPERIMENTS THAN POOR ONE

HIGH PROFITABLE SKU'S



■ SINGLE SKU'S ■ > 1 SKU'S HOMOGENEUS ■ >1 SKU'S MIXED

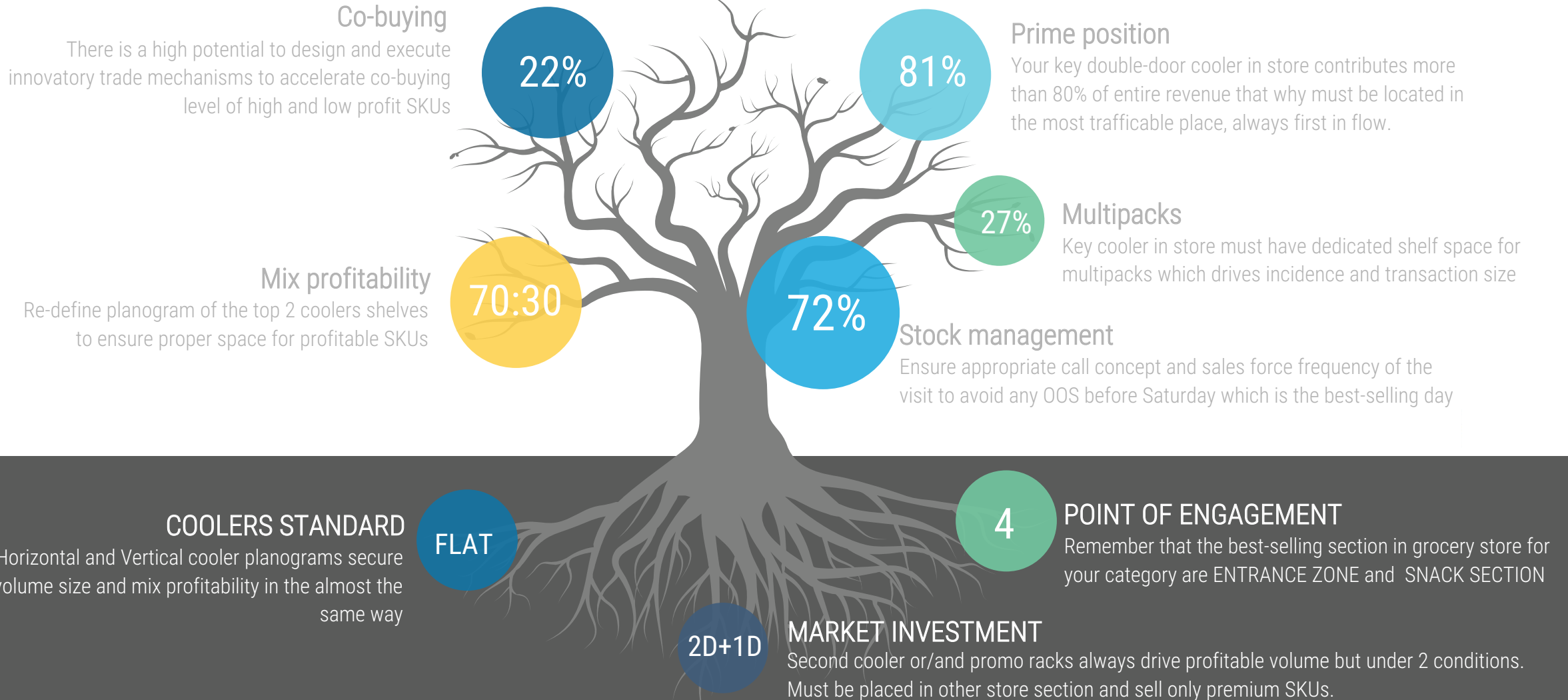
LOW PROFITABLE SKU'S



■ SINGLE SKU'S ■ > 1 SKU'S HOMOGENEUS ■ >1 SKU'S MIXED

CONCLUSION & CALL TO ACTION

KEY STRATEGIC INSIGHTS AND RECOMMENDATION TO GROW



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ALL FOR SHOPS AND WAREHOUSES

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