

SAS® Results: Retail Insights



Retailers are facing big challenges driven by changing customer expectations, multi-channel shopping journeys and preferences, store closures, increasing competition, corporate reorganizations and a rapid push toward unified commerce.

These challenges require a fundamental transformation in how retailers use analytics to run their business and achieve a competitive advantage.

We know that it's difficult to fully implement analytics-based improvement when you have limited analytics skill in-house or strained IT resources. But in today's highly competitive environment, doing nothing is not an option. How can retailers employ advanced analytics for their high-value business initiatives and technology challenges in a timely and effective manner?

SAS understands better than anyone how to quickly and effectively bring analytics into your decision making, regardless of

your organization's level of analytical maturity. We deliver analytics to our customers in several ways - through results as a service, cloud offerings or on-site software and solutions.

Now, the results-as-a-service option (known as SAS Results) helps overcome obstacles companies face when acquiring and using analytics, whether for a quick high-priority project or an ongoing enterprise initiative.

SAS® Results

All organizations face challenges and are presented with opportunities. This requires answers to critical questions. SAS Results allows your organization to meet these challenges and take advantage of the right opportunities by making the best possible decisions from your wealth of data.

We combine the expertise of SAS services with our award-winning software to help you develop more powerful insights. There is no software license or infrastructure to buy. You provide the data and business problem; SAS delivers the results.

- Get expert help. We go beyond the technology and provide access to our skilled, industry-specific experts, who know how to get the most from SAS Analytics products for your specific business challenges.
- Quickly implement key projects. Blending IT with domain expertise, we deliver the answers you need to focus on your priorities for rapid ROI.
- Deployment options. SAS Results provides multiple delivery alternatives through cloud-based or on-premises configurations.
- Transfer knowledge in-house. As your business needs evolve, SAS can provide customized support to implement SAS Analytics within your organization.

Examples of SAS® Results: Retail Insights

SAS Results: Retail Insights capitalizes on our vast experience delivering analytics projects across many industries including retail. One of the benefits is that SAS Results: Retail Insights is not limited to any single problem; however, there are some common retail challenges it can readily solve:

Marketing

- **Customer segmentation.** Segment your customer lists into clearly identifiable groups based on similar shopping behaviors, lifestyle and other important characteristics.

Merchandising and supply chain

- **Intelligent store clustering.** Cluster stores based on product-specific sales patterns and provides insight into the demographic profile and merchandise attribute to determine "Who are the customers?" and "What they are buying."
- **Apparel size profiling.** Transform historical sales data into size-demand intelligence to help predict future sales and inventory needs by size.
- **Market basket analysis.** Discover shopping patterns between items to determine which products are often purchased together to support a cross-selling strategy.
- **Price optimization.** Analyze and understand the elasticity of product prices to set prices to achieve optimal financial objectives.
- **Forecasting.** Enable executives and planners to make more informed strategic decisions by conducting financial forecasting to understand key trends, confidence levels and business drivers.

The SAS® Difference

For rapid, cost-effective analytical results, you can trust SAS. Our team of experts is available to help you expand your analytics capabilities to make the best use of your data. SAS enables organizations of any size to access and benefit from the world's most powerful analytics, coupled with expertise that is unavailable through any other channel.

Our flexible cost model not only provides the ability to apply SAS software to your business problem, but also access SAS analytics experts and their cumulative experience as needed.

SAS provides better outcomes through our:

- Ability to handle large volumes of data to get the broadest view.
- Broad range of algorithms to fine-tune model performance.
- Flexibility to meet your current needs and scale as needed.
- Team of highly qualified analytics experts with experience and expertise across many industries.
- Ability to handle more diverse data formats for comprehensive problems requiring third-party or nonstandard data.

Reporting

- **Analytics-based dashboards.** Develop executive dashboards common in the retail industry covering comparable store sales, sales and inventory trending and more.
- **Trade area analytics.** Provide a geographic analysis of the trade areas to determine sales contribution from the stores versus online to support in-store and online merchandising and marketing decisions.

Flexible Delivery Options

There are two options for the delivery of SAS Results offerings. You can use a secure, cloud-based service or have results delivered on-site. Either way, you get the benefits of SAS Analytics software and our analytical expertise. The services are regularly reviewed and audited to ensure your data is secure, regardless of the deployment option.

Benefits

Increase marketing effectiveness by understanding customer purchase decisions and behavior. Execute a marketing strategy that engages the customer to maximize their spending.

Increase sales by having the right merchandise in the right stores at the right time. Provide customer-centric assortments to each store to maximize sales and margin.

Create a more efficient inventory position by sensing and shaping demand and automating processes. Have an accurate view of demand to maximize the return on investment and minimize waste and markdowns.

Deliverables

With SAS Results, the deliverables will vary depending on the requirements but can include:

- Documented summary and agreed-upon output (e.g., data set, presentation, report, etc.).
- Presentation of results, including recommendations and insights from SAS experts.
- A review and discussion of the results based on a defined business problem/question.

Pricing and Deployment

SAS Results: Retail Insights is priced based on what you need. There's no need to account for technical infrastructure costs or worry about test, development or backup environments. The price of these services is dependent on four factors:

- The volume, variety, format and quality of the data required to perform the analysis.
- The complexity of the business problem being solved, including the type of analysis and algorithms required to solve the problem.
- The format of the deliverables that will be passed back to you. This can include reports, analytical models, model score code and model documentation.
- The frequency of results delivery. Options vary from a single piece of analysis to daily, weekly or monthly refreshes.

To contact your local SAS office, please visit: sas.com/offices

