a new perspective of your business

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FOR RETAIL

For **Retailers**, who are struggling to find **value** out of the **data** they capture, **Prisma** can help them **increase their bottom line** by combining:

- Domain knowledge and expertise.
- Cutting edge software.
- Data Science.

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We implemented Prisma in **ExxonMobil** Latin America

400 Convenience Stores, covering **9 countries** and

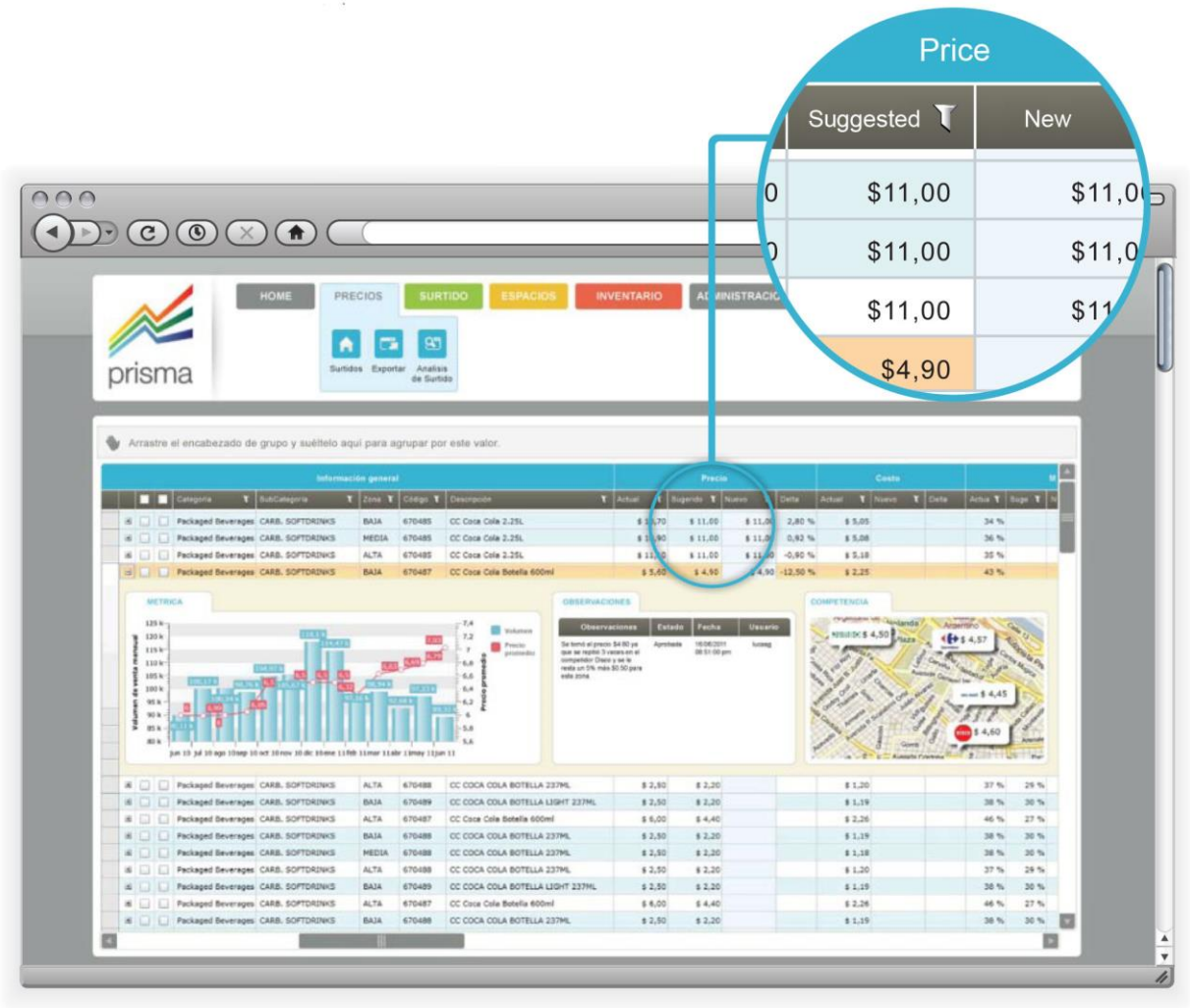
generating in a couple of months:

more than USD 1 Million in incremental Gross Margin

ExxonMobil On the Run

Prices and Promotions

"don't leave money over the table"



Even slight improvements in pricing can yield significant results. For a company with 8% profit margins, a 1% improvement in price realization, assuming a steady unit sales volume, would boost profits by 12.5%. By contrast, decreasing fixed costs by 1% would only lead to an increase in profits of 4%. (Dolan 1992)

Prices and Promotions

"don't leave money over the table"

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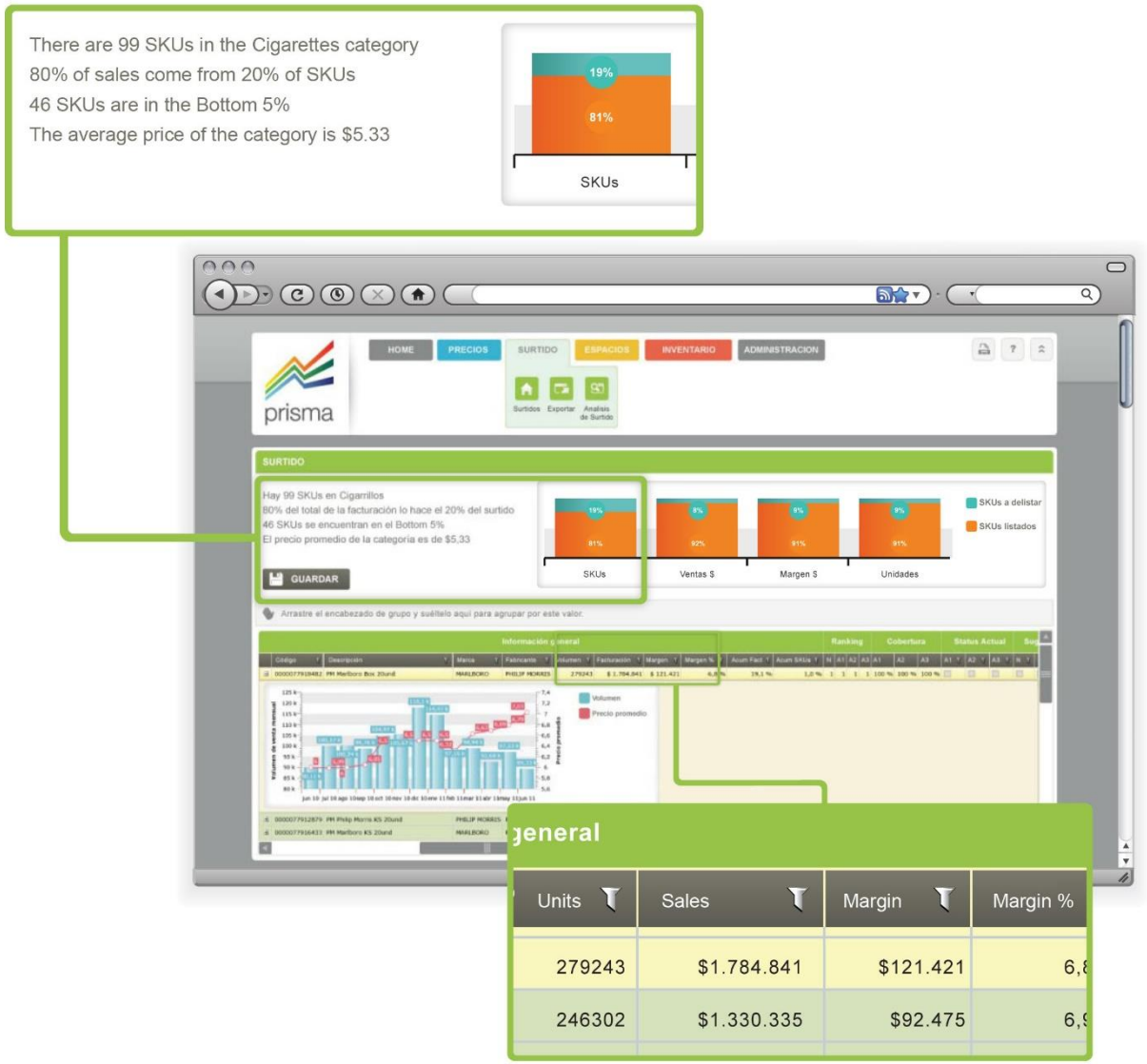
- Identify your competitors and know your clients
- React quickly to changes in the market
- Identify your known value items and the elasticity of your SKUs
- Define competitive positioning, margin rules and pricing relation between SKUs understanding the roles of each category
- Setup your promotions and analyze their effectiveness considering cannibalization and incremental margins

Assortment

"have the products your customer is looking for"



- Optimize your assortment using Pareto analysis
- Personalized by cluster and region
- Compare new listing performance vs. replaced SKUs
- Get delisting suggestions based on coverage, product age, etc.

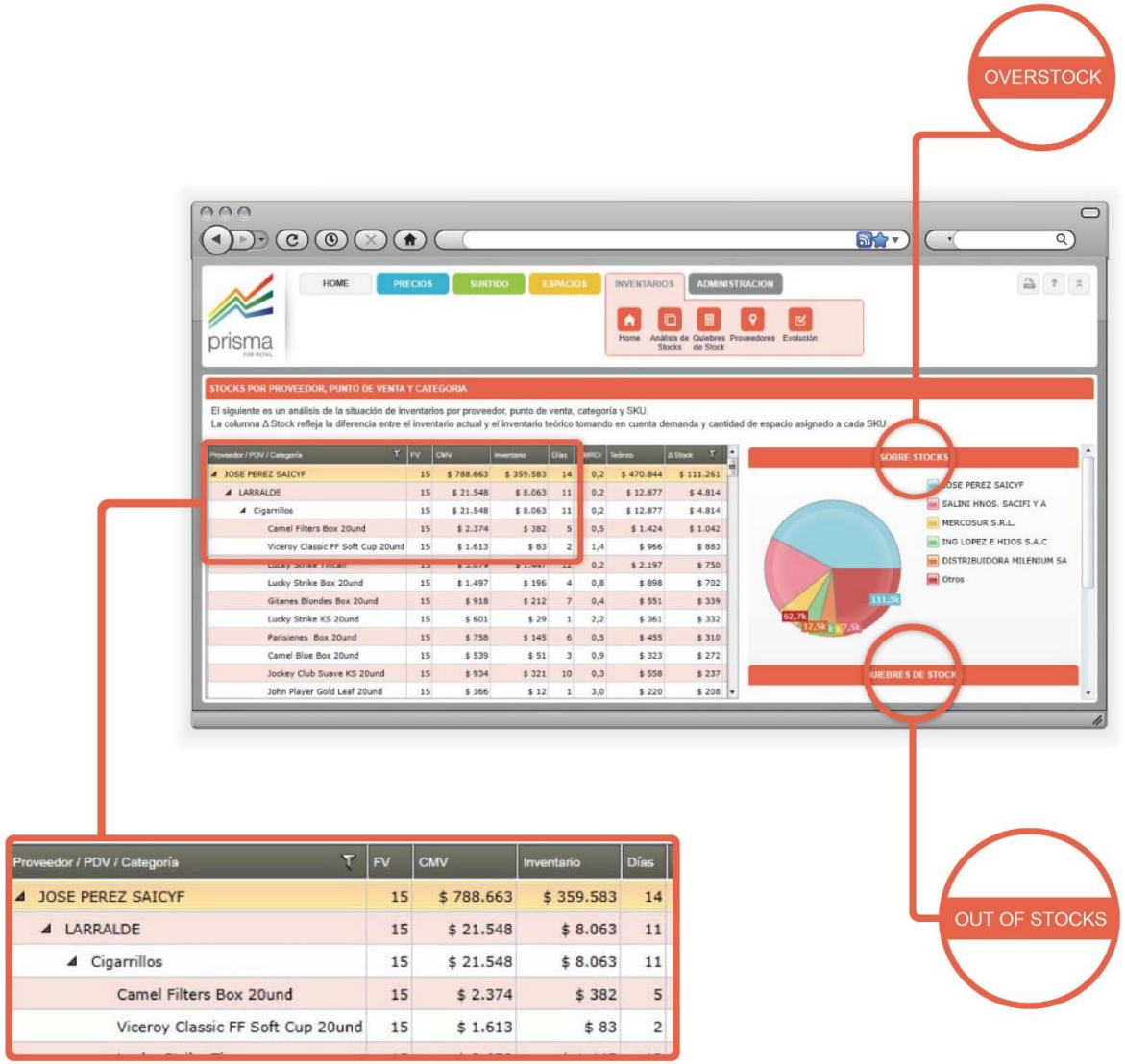
Spaces

"maximize your gross margin per square foot"

- Define your planograms and quickly identify your GMROS (Gross Margin over space)
- Adjust your horizontal and vertical segmentation based on subcategories, brands, tastes, colors, sizes
- Establish the layout of the exhibition based on the transit flow and customer segment

Inventory

"optimize your working capital"



- Plan your inventory levels per Point of Sale, considering the space, the vendor lead time and the average unit sales of each SKU.
- Detect and diminish your Out of Stocks.
- Maximize your Gross Margin per inventory (GMROI)

Reports

"all the KPIs you need to get insights from your data"

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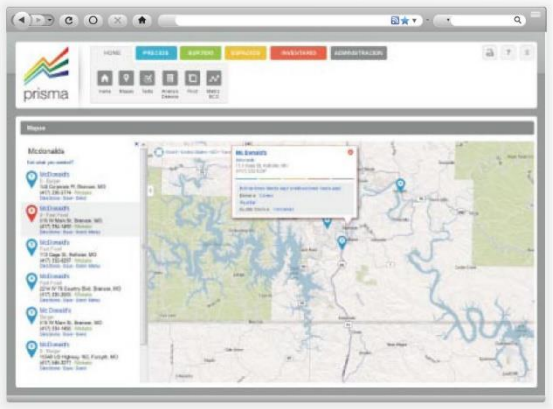
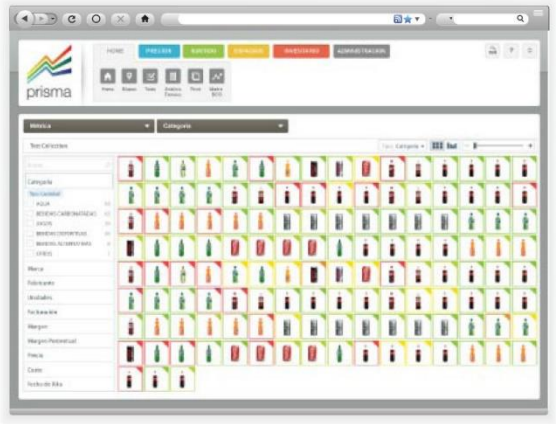


Georeferenced information to quickly identify traffic generators and detractors per Point of Sale



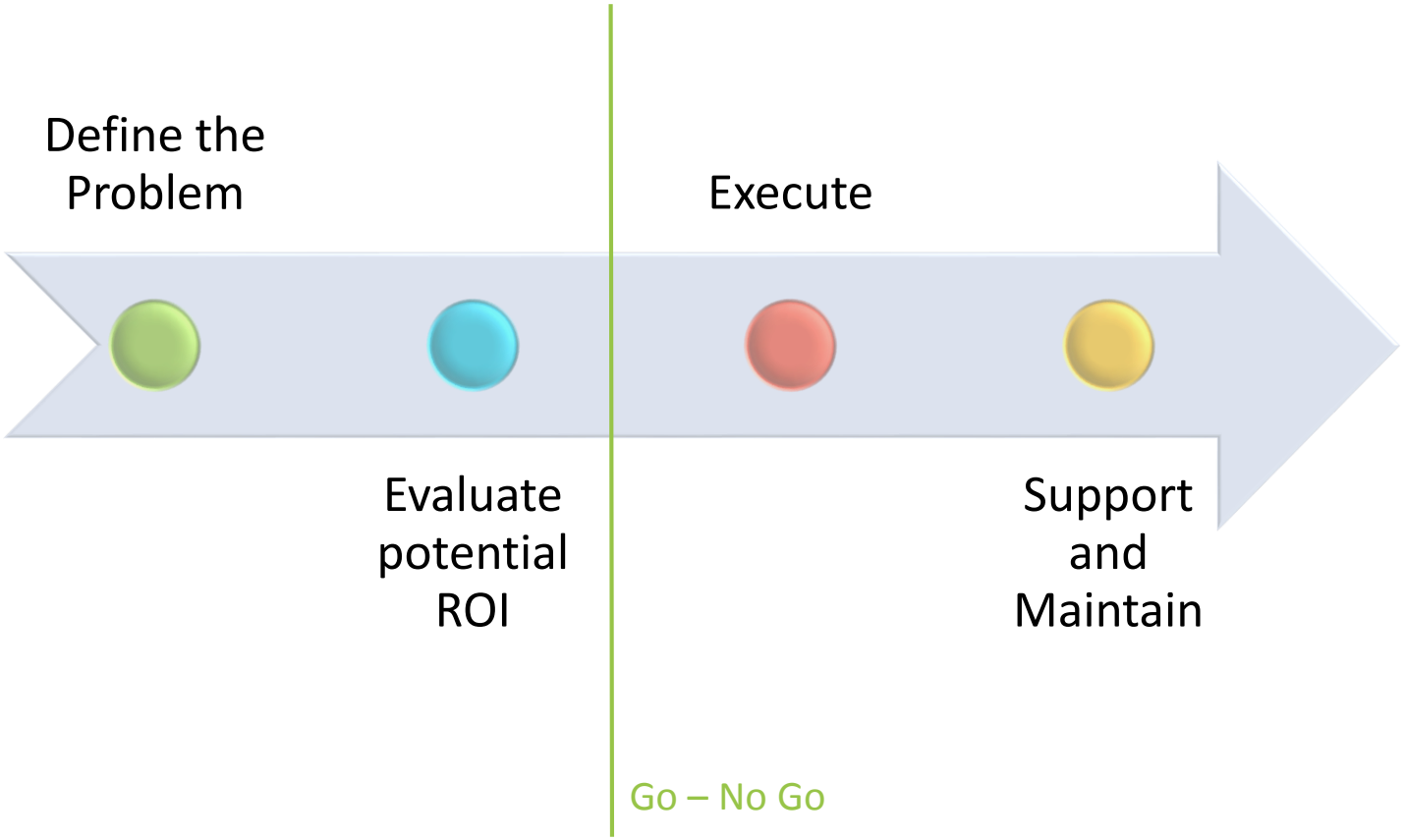
Multidimensional Analysis to analyze product performance using several dimensions and great visuals

BCG matrix to visualize your category and product positioning

Competitive advantage

MicroStrategy / Cognos	Prisma
Generically designed to be applied in any industry	**Especially designed for the Retail industry** by experts that put together years of expertise operating retail businesses and using the latest academic concepts in Retail and Category Management.
Implementation doesn't include consultancy	**Implementation includes retail experts** to help you segment your POS, Customers and define a strategy to manage Prices, Assortment, Spaces and Inventory.
Only Business Intelligence	**BI + Management**, allowing you to take pricing and assortment decisions in an organized and standardized way
Do it Yourself. Each user creates its own KPIs.	Each user can create its own KPIs, however it has **built-in KPIs using Retail language** and achieving uniformity among analysts.

How do we work



1. Identify areas of improvement that are easy to implement
2. Prioritize opportunities based on ROI and risks. (Go - No Go)
3. Execute
4. Provide support and continue working on next areas of improvement.