



# Thrive with Real-time Store Analytics

Responding in real time to every facet of store operation is key to success in a constantly changing retail environment



## Today's retail conundrum

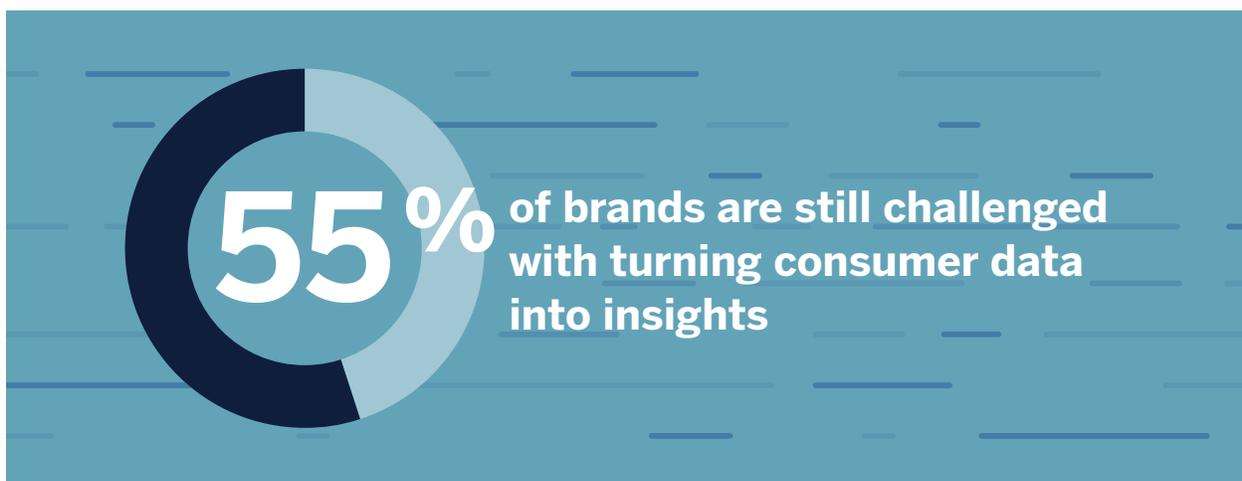
Keeping customers satisfied—the first tenet of retail organizations everywhere—is no simple matter. While the pandemic and accompanying recession brought unprecedented challenges that many brands did not survive, these disruptions also ushered in a new era in retail. The more agile companies were quick to adapt, fortifying their digital channels as consumers embraced a hybrid style that melded online and in-store shopping. E-commerce spending skyrocketed.

The result? An overwhelming volume of data. This new omnichannel world produces billions upon billions of rows of data every day as traditionally separate online and in-store channels converge into one shopping experience. And with consumer journeys becoming more complicated, every touchpoint along the way generates more data, data types, and data sources.

But due to the sheer volume and because stores routinely collect this data in silos, they're unable to activate it in a timely, effective, or connected way. Deriving the data-driven insights retailers need to make informed decisions and take action is often a manual and tedious process; it can take hours or even days to provide stores with answers to their most pressing questions. In the current fast-paced, hyper-competitive market, retail stores can't afford to be data rich and insight poor.

And despite all the upheaval, expectations for a seamless, connected handoff remain high among today's customers. Retailers that can meet or exceed these expectations—whether around innovative new services; well-stocked shelves; connected, personalized experiences; deftly executed safety protocols; or all of the above—will realize a strong competitive advantage.

With margin pressure coming at them from all sides, supply costs rising, widespread loyalty abandonment, and surges in digital and direct-to-consumer shopping, retail stores are turning to technology to help them navigate the waters of change and uncertainty in the market today.



Source: "Consumer Goods and the Battle for B2B and B2C Relationships," Salesforce, 2019

## Right data, right people, right time

In this unsettled new world of retail, critical questions arise: How can stores get the information they require to operate properly? What inventories do they need? Can vendors deliver? What is the demand in each location? A look into any store today shows that retailers are having a hard time finding the answers.

Inventories are greatly reduced so stores can carry their cost of goods sold. Shoppers have disconnected experiences when expectations generated online are not matched in the store. Management has little visibility or transparency across stores and lacks an understanding of regional demands. Staffing is often inadequate.

A majority of retailers lack access to real-time, granular data and analysis capabilities at the store level, and this has a quantifiable impact:

### Disconnected and impersonal customer experiences

25% of retailers report that SKU promotion performance is only shared weekly

### Ineffective inventory planning and management

36% of retail partners are sharing POS transaction data on a weekly basis

### Frequent supply-chain disruptions, high costs

70% of consumer-goods companies say their top challenge they face is an inability to integrate data from multiple sources

### Inability to adapt to changes quickly

47% of brands lack a clearly articulated analytics strategy

Source: <https://risnews.com/ris-cgt-analytics-study-2020>



**70%**  
of customers say  
connected processes—  
like seamless handoffs  
or contextualized  
engagement—are very  
important to winning  
their business

Source: "Meeting Adversity With Data," Tim Denman, Alarice Rajagopal, Retail and Consumer Goods Analytics Study 2020

## **The key: Real-time intelligence at the store level**

The extraordinary challenges retailers face today call for innovative new solutions. In brick-and-mortar stores, this translates to a need for data-driven intelligence that can provide a real-time, single source of truth for all aspects of store operations—from demand forecasting and supply-chain/inventory management to a seamlessly connected customer experience across all channels.

Moreover, this intelligence needs to be available in easily understandable formats that meet the requirements of each role within the store—from the executive who wants a high-level, aggregate view of the data to grasp the big picture, to the store associate who needs to know how many sodas to stock in the cooler at noon on Monday. With up-to-the-minute, role-specific information at their fingertips, everyone can make on-the-fly decisions with accuracy.

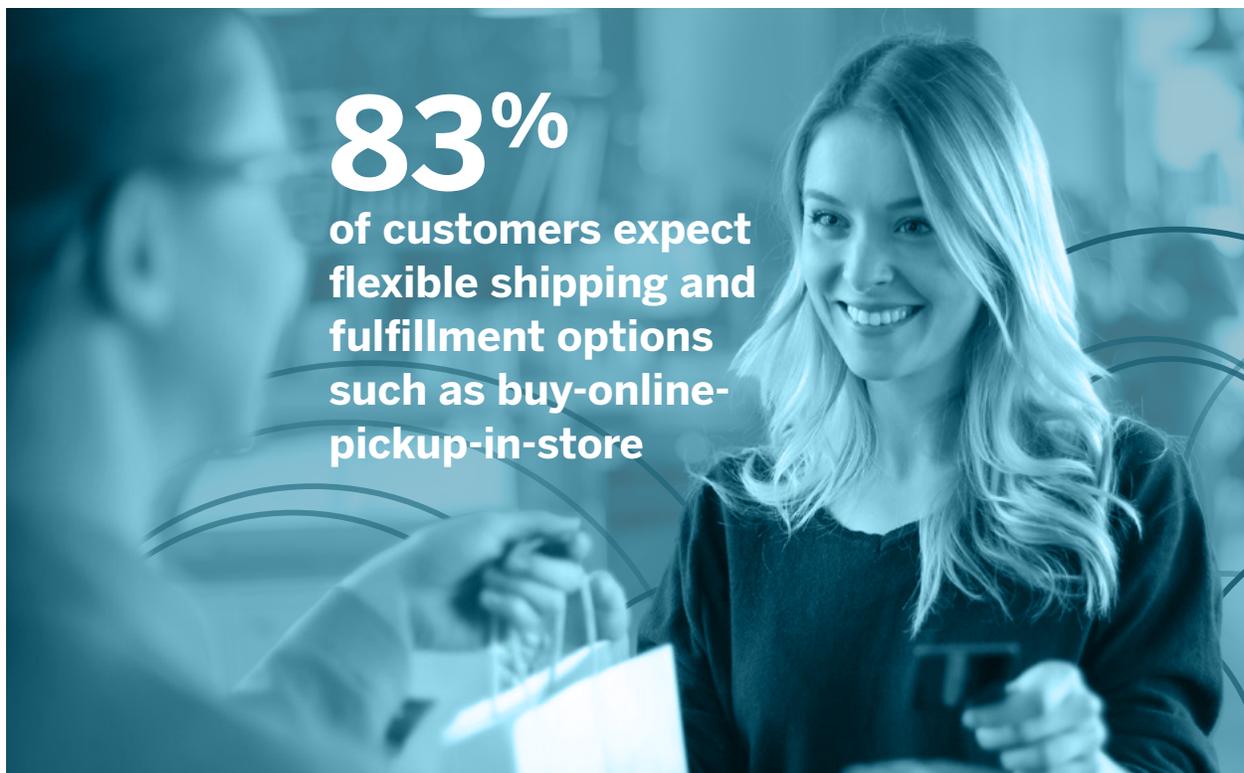
The Retail Intelligence Solution from Tableau provides a tailored, prescriptive, and actionable roadmap to solving the complex challenges retailers face today. It's designed from the ground up to empower stores with the real-time, granular data they need to meet customer expectations and thrive amid the tumultuous changes rocking the retail market.

## Access and analyze from anywhere at scale

Traditionally, data has lived at each store location and been shared through static spreadsheets and PDFs, often via email. It's a time-consuming process that's compounded by the need to curate that data before it's available for analysis. When it's finally in a useful format and available to those who need it, the data is old.

The multi-cloud-based Tableau solution circumvents this process by making data and analytics securely and instantly available—from anywhere to everyone who needs them. The data doesn't come to users; users come to the data. They can explore vast amounts of data in seconds and analyze billions of rows in minutes without trade-offs in performance.

And they can quickly scale up and down as needed to accommodate periods of peak activity. The solution's mobile capabilities mean even personnel on the store floor can see and react to insights immediately. With real-time transaction- and POS-level data available on demand, stores can make smarter decisions faster.



Source: "State of the Connected Customer," Salesforce, 4th edition

## Granular views inspire targeted action

Analyzing and reporting on data is one thing, but understanding it is another. This is where Tableau’s powerful partnership with Salesforce and Snowflake sets the Retail Intelligence Solution apart. Leveraging data-visualization capabilities from Tableau, cloud-based functionality from Salesforce, and third-party data warehousing from Snowflake, the solution delivers unmatched scope for addressing the challenges retailers face today.

Case in point: A large retailer with nationwide locations had difficulty stocking the right products in the right stores; one location might sell out of a product completely while a store in another region had a surplus of the same product.



Source: “Catch them if you can: How leaders in data and analytics have pulled ahead,” McKinsey, September, 2019 Survey

The problem stemmed from an inability to aggregate and analyze inventory data from across all store locations in a way that showed decision makers the dynamics specific to each region.

Leveraging the open platform and granular capabilities of the Retail Intelligence Solution, the retailer was able to translate inventory data—merged with consumer-demographics information on the areas surrounding each store—into visually understandable, actionable insights on regional buying habits.

By analyzing historical inventory data to trace patterns of customer behavior, the retailer could use forecasting analytics to provide direction on how best to provision individual locations going forward. This new clarity helped the organization better understand all of its customers and plan accordingly.



Source: "Meeting Adversity With Data," Tim Denman, Alarice Rajagopal, Retail and Consumer Goods Analytics Study 2020

## Transparency across the value chain

In today's new normal, every strategic advantage counts. By making up-to-the-minute, visually understandable data immediately available to everyone who needs it—from vendors to retail executives and managers to front-line store associates—the Tableau Retail Intelligence Solution provides real-time transparency across the store value chain.

Operations become coordinated and streamlined when everyone is working from the same up-to-date data. Profits rise when intelligence informs every decision. And stores deliver exceptional customer experiences when they understand those customers deeply on every level.

The current conundrum affects everyone in the retail space, but organizations that empower their locations with real-time store analytics can seize the opportunity to improve store performance from end to end.

# Dive deeper into data-driven solutions for retail operations.

## Additional Resources

[Learn more about the Retail Intelligence Solution](#)

[Snowflake for Retail](#)

[Salesforce Retail Solutions](#)

[Contact Us](#)

## About



As the business intelligence platform for more than 90% of Fortune 500 financial services companies, Tableau is the proven solution for organizations that are focused on leading with data. Tableau provides a complete, integrated analytics platform that enables teams to work collaboratively and gain deep insights from their data using machine learning, statistics, natural language, and smart data prep. With enablement resources, including training, certifications, and Tableau Blueprint, not to mention inspiration and support from the passionate Tableau Community, insurance companies who choose Tableau can be confident their deployment will be a success and lead them to data-driven culture.



Snowflake delivers the Data Cloud—a global network where thousands of organizations mobilize data with near-unlimited scale, concurrency, and performance. Inside the Data Cloud, organizations unite their siloed data, easily discover and securely share governed data, and execute diverse analytic workloads. Wherever data or users live, Snowflake delivers a single and seamless experience across multiple public clouds. Snowflake's platform is the engine that powers and provides access to the Data Cloud, creating a solution for data warehousing, data lakes, data engineering, data science, data application development, and data sharing. Join Snowflake customers, partners, and data providers already taking their businesses to new frontiers in the Data Cloud. [Snowflake.com](https://www.snowflake.com).



Salesforce is the world's #1 CRM platform—integrating every part of a company's interactions with customers including marketing, sales, service, commerce, HR, and much more. As part of the Salesforce family, Tableau is designed to connect seamlessly with products across the Customer 360 platform. This allows you to use Tableau to blend Salesforce data from any cloud with your other business data for a complete view of your customers. Put customers at the center of everything you do, and deliver the connected experiences they expect.