

5 imperatives for improving profitability in retail/CPG

Today's unpredictable consumer behavior mixed with high inflation is not a sustainable recipe for profitability. How do retailers and consumer goods companies chart a course forward? Take a tour of the consumer landscape to discover how to maximize value through analytics.

Boost sales amid inflationary pressure

As consumers have become more discerning with their dollars, analytics can identify pockets of opportunity. AI/machine learning improves upon traditional forecasting models and accelerates the frequency of planning cycles to help you better respond to fluctuating demand.

With agile, short-term forecasting techniques, SAS customers can increase revenue

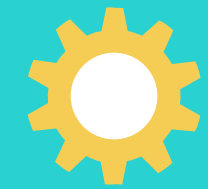
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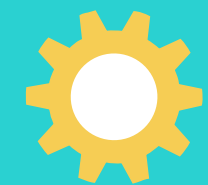
Accelerate tech transformation to fuel efficiency

Controlling costs means measuring profitability at the store and transaction level - and across a customer's lifetime. Analytics embedded in both software as a service and in-store tech gives you the insights to streamline operations.

The analytics advantage



Collect and respond to streaming data from customers, systems and devices



Govern and monitor all of your analytics and model behavior

Balance shopper expectations and sustainability

Enhancing brand loyalty requires understanding evolving customer expectations, including a desire for greater transparency around sustainability. Analytics makes it possible, providing high-resolution measurement and contextualized decisioning at every step of the customer journey.

86%

of consumers would switch to a competing brand for a better experience. (Hyken)



Build new retail ecosystems to counter competition

To be on the leading edge of innovative shopping experiences, retailers need to maintain control of brand-specific interactions. A robust customer data platform, fueled by analytics, helps you reclaim customer data from third parties to foster loyalty and orchestrate the best possible customer journeys in real time.



95% of sales are coming from returning guests for a SAS customer that automated and personalized its marketing.

Raise customer sat with better product availability

Pre-pandemic sales patterns have proven to be unreliable predictors of the future. So, how can retailers and CPGs accurately sense demand? Analytics enables you to incorporate a multitude of demand signals into large-scale forecasting and optimize inventory distribution for every SKU, location and channel.

The analytics advantage



Detect local shopper behavior and needs in large data sets



React automatically to demand spikes and supply chain pressures



Forge a profitable path forward.
Learn how by downloading our e-book at sas.com/5imperatives

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