Reporting Guide - Markdowns

As markdowns are being scanned, it is the responsibility of Store Management to review the progress of the markdown file to ensure all intended merchandise and departments are being scanned and productivity goals are being met. Once scanning is completed for each markdown file, store management should share final markdown capture rates with their team, otherwise known as *markdown compliance*. This is a percentage of the total number of available markdown items ('units') by store divided by the total completed (scanned) units at time of completion.

There are two primary reports to assist with measuring markdown compliance and productivity: the *Store Ops Price Change* report and the *Markdown Scans Productivity* report.

📄 Markdown Compliance – *Store Ops Price Change*

1.1 Store Ops Price Change Report View (Example)													
PRICE MARKDOWN CHANGES													
Department	Image	Item	Brand	Color Name	Size	Description	Inv Qty	Prev Price	Current Price	Printed	New Compare At	Remain Scans	Rough Capture Rate
Price Markdown Total							4,662					3,386	27.37 %
Bath	Dept Total						20					17	15.00 %
		28AJF					1					1	0.00 %
		28AJF-01	Peacock Alley	BLUE		100% TURKISH COTTON PRIYA TOWEL SET - 6-PIECE - 700 GSM - BLUE	1	$15.00	$10.00	No		1	0.00 %

The *Store Ops Price Change* report, as previewed in image **1.1**, is the primary report for store Managers to access up-to-date markdown file statistics and scanning progress. This report can be found in the Sierra Reports Manager, under **Retail Cubes>Inventory Control>Store Ops Price Change Report**. Store management should run this report at the end of each day, during a markdown file, to review markdown scanning progress and know how many pieces of merchandise remain to be marked down, by department.

Follow these steps to access and run the Store Ops Price Change report:

Step 1: Logon to Windows and Open *The Summit*
Store Management will logon to their Windows account from any back-office PC, using their existing Windows username and password. Once logged on, Managers will access via the Reports Manager link on the homepage of The Summit (click here to access).

Step 2: Open/Logon to Reports Manager and Select Report
Once the Reports Manager Homepage loads, scroll and select the 'Retail Cubes' link, then select 'Inventory Control', then select the 'Store Ops Price Change Report. The report page will load.

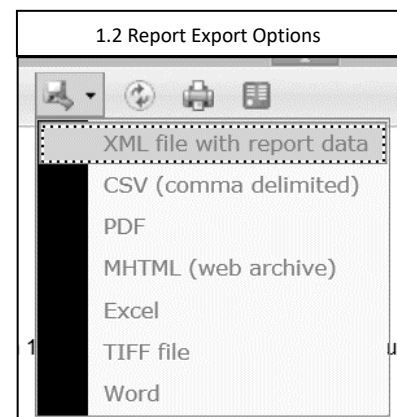**Step 3: Select Report Parameters and Run Report**

From the report page, Managers will have several required search fields ('parameters') to complete before the report can run successfully. Each field will have drop-down options from which to select. Managers will enter the information and select the options that correspond to their specific markdown file. Once all information and options are entered, click the 'View Report' button to run the report. Please note that, depending on each store's network connection, the report run process could take up to 5 minutes to complete before the report will load.

The following parameters must be completed:

- **Start Date and End Date** - select the start and end dates that match the range of your markdown file/s. These dates can be verified using the Sierra Stores Markdown Calendar. Please refer to Section **4** for more information.
- **Store Location** – select the appropriate store location
- **Department** – unless seeking to view only one specific department, Managers should select 'ALL' from the drop-down menu
- **Price Change Type** – unless seeking to view only price corrections or 'compare at' price changes, Managers should select 'ALL' from the drop-down menu
- **Printed –** this field allows Managers to select 'ALL' or 'No' from the drop-down menu. Selecting 'No' will only show units that remain unscanned within the markdown file, otherwise known as 'outstanding scans'. Selecting 'ALL' will show all units within the markdown file, including merchandise that is both scanned and unscanned. To see an accurate store markdown capture rate, Managers should select 'ALL' from the drop-down menu.

Step 4: View and Interpret Report Results

Once all report parameters are selected and the Store Ops Price Change Report loads, Managers will be able to view, filter and interpret the content within the report. Please note that the information within the Store Ops Price Change Report does **NOT** reflect live results of an active store scan. All results are shown with a 24-hour delay. For example, if a manager runs this report in the afternoon of Wednesday, while markdown scanning is happening, the results shown will only reflect the scanning activity up to the prior Tuesday afternoon (24-hours ago). The Store Ops Price Change Report can be saved and downloaded into several different formats for easier viewing, editing, and archiving. The save function can be accessed by selecting the disk icon from the top navigation menu then selecting the export file type of your choice. For best results, it is recommended to export and save the report as an 'XML file with report data'. Please refer to image **1.2**.

1.2 Report Export Options

XML file with report data
CSV (comma delimited)
PDF
MHTML (web archive)
Excel
TIFF file
Word

Markdown Productivity – *Markdowns Scan Productivity*

2.1 Markdown Scans Productivity Report View (Example)

SIERRA Markdowns Scan Productivity Detail

Selection Criteria:

Store	0073 Nashua
Start Date	7/31/2022
End Date	9/3/2022
Department	More than 5 Depts...

District	Store	Associate Name	Date	Dept	Actual Scans	Markdown Capture Qty	Scan Time (Hour)	Productivity: Actual Scans / Scan Time
1 East	0073 Nashua	ainsley rippettswales	Total		3645	776	7.77	469.11
		Alyssa Brancheau	Total		4719	666	8.16	578.31
		Amber Linscott	Total		1761	1115	3.55	496.06
		Ashley Vallieres	Total		7204	1201	11.66	617.84
		Cameron Tiller	Total		6599	1516	16.71	394.91
		Colby Bouvier	Total		2030	299	4.17	486.81
		Eli Johnson	Total		12976	2924	21.57	601.58
		Emily MurilloMendoza	Total		1121	499	1.91	586.91
		Heidi Bellemore	Total		2135	218	3.49	611.75
		Katherine Hisey	Total		2026	569	7.23	280.22
		Matthew Gendron	Total		6495	1406	18.12	358.44
		michael bauer	Total		16	0	0.38	42.11
		Nihal Megaly	Total		4729	413	8.49	557.01
		Serena Johnson	Total		1805	70	3.30	546.97
			Total		57261	11672	116.51	491.47
	Total				57,261	11,672	116.51	491.47
Total					57,261	11,672	116.51	491.47

Retail Cubes/Inventory Control

The *Markdown Scans Productivity* and *Markdown Scans Productivity Detail* reports, as referred to in image **2.1**, are two reports for store Managers to review daily markdown file scanning productivity statistics. These reports can be found in the Sierra Reports Manager, under ***Retail Cubes>Inventory Control>Markdown Scans Productivity, Markdown Scans Productivity Detail***.

The *Markdowns Scan Productivity* report provides scan productivity statistics at the District/Store/Associate level and is adjustable to any timeframe (Daily, WTD/MTD/YTD). It reports scans by Associate, by date and captures **Actual Scans** (all scans) vs. **Scan Time** (by hour) to create a measure of productive *Scans Per Hour* (**SPH**).

Similarly, the *Markdowns Scan Productivity Detail* report provides scan productivity statistics at greater detail, at the District/Store/Associate level, and is adjustable to any timeframe (Daily, WTD/MTD/YTD). It reports scans by Associate, by date, ***by department*** and captures **Actual Scans** (all scans) vs. ***Markdown capture* quantity** (actual markdowns) vs. **Scan Time** (by hour) to create a measure of productive *Scans Per Hour* (**SPH**).

Store management should run this report at the end of each day's markdown scanning execution and/or at the completion of each markdown file to review their associates' individual markdown scanning productivity and total store productivity. This report should be used to support meaningful, results-based coaching, to both redirect associates with more productive scanning methods and recognize associates with strong productivity results.

Note: SPH measures the total scan time spent doing markdowns. This is otherwise defined as: "All markdown activity completed by an Associate within all combined scanning sessions of that Associate, per each day."

Follow these steps to access and run the Markdown Scans Productivity Report:

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Step 2: Open/Logon to Reports Manager and Select Report
Once the Reports Manager Homepage loads, scroll and select the 'Retail Cubes' link, then select 'Inventory Control', then select the 'Markdown Scans Productivity Detail Report. The report page will load.

Step 3: Select Report Parameters and Run Report
From the report page, Managers will have several required search fields ('parameters') to complete before the report can run successfully. Each field will have drop-down options from which to select. Managers will enter the information and select the options that correspond to their specific markdown file. Once all information and options are entered, click the 'View Report' button to run the report. Please note that, depending on each store's network connection, the report run process could take up to 5 minutes to complete before the report will load.

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· **Start Date and End Date** - select the start and end dates that match the range of your markdown file/s. These dates can be verified using the Sierra Stores Markdown Calendar. Please refer to Section **4** for more information.
· **Store** – select the appropriate store location
· **Dept** – unless seeking to view only one specific department, Managers should select 'ALL' from the drop-down menu

Step 4: View and Interpret Report Results
Once all report parameters are selected and the report loads, Managers will be able to view, filter and interpret the content within the report. Please note that the information within the report does **NOT** reflect live results of an active store scan. All results are shown with a 24-hour delay. For example, if a manager runs this report in the afternoon of Wednesday, while markdown scanning is happening, the results shown will only reflect the scanning activity up to the prior Tuesday afternoon (24-hours ago). The Markdown Scans Productivity Detail report can be saved and downloaded into several different formats for easier viewing, editing, and archiving. The save function can be accessed by selecting the disk icon from the top navigation menu then selecting the export file type of your choice. For best results, it is recommended to export and save the report as an 'XML file with report data'. Please refer to image **1.2**.

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