

## RAD Overview

- Partnered with select retailers to design an application that has two benefits:
  1. helps you better understand and grow your business
  2. And that creates an avenue for us to be more transparent and to hold us accountable

## Retailer Analytics Dashboard

- Real-time data, can be viewed online or mobile/tablet device
- Dashboard (default screen)
  - Top section:
    - Colored Borders: green = purchases, blue = our operations, purple = pickup slips
    - Purchases up/down xxx vs Prior Year. Really driven by n/c purchases
  - Mid-section (line graphs):
    - 6 week trend
    - Explain tile. Purchases in that last 7 days (xxx) are up/down (xxx) compared to your six week average
  - Bottom section:
    - Compare against the market. Market = other stores in the states you service
    - Bar graph
      - Market YOY Growth vs Retailer
      - Identify outperforming, underperforming, and gaps
      - Outperforming
      - underperforming
      - gap
    - Pie chart
      - Purchase share against the market
      - Market fastfood is 7% vs your 3%
  - Panels
    - Left side for detailed information
    - Right side for filtering data
      - List out some
        - Product: Maj, Sub, Vendor, Item
        - Geography: State/Prov, City, 3-digit zip code, Zip code, CM division
        - Time: Quarter, Month, Day
- Purchases
  - We laid out most reports to look the same so that once you learned one, then you've learned them all.
  - Map
    - Growth % compared to your all stores, based geographically using 3-digit zip
    - This area is outperforming other areas
  - Bar graph
    - By month comparison against the market
    - Follow the trend line
  - Store list
    - Store list broken with KPIs
    - You can sort headers
    - You can export to table
  - Category List
    - Drill down to item level
    - Market is out performing in Cigars. Drill down to sub you can see

- Click on sub category
- On-Time Delivery
  - Map
    - On-time delivery % compared to your stores, based geographically using 3-digit zip
    - Area is worst. Click on it.
  - Bar graph
    - By month comparison. Total on-time percent, percent early and percent late
  - Store list
    - Store list broken up by early and late
  - Store list
    - Store list separated by day of week
    - Select header for specific day to filter report
- Order Accuracy
  - Similar layout as before. We've broken out the out of stocks based on reason
- Fill Rate
  - Similar layout as before.
- The historical information is nice, but how about so more actionable information
  - Show two levels:
    - Historical: Our operations data and your purchases
    - Opportunities: Items recently ordered but are inactive or discontinued, cig share, you vs market
- Cig Share
  - If you have share targets, we can help track that by vendor and provided estimated rebate amount based on your targets
- Inactive Alternative Items
  - See the items ordered in the last 7 days but not shipped because discontinued or inactive.
  - Click on one of the examples and find a good substitute
- Trend
  - Ad hoc area. For example if you need to provide information for a rebate to a vendor
  - And see how you perform against the market
  - Select a vendor from the right hand side. M & M Mars is a good one.
  - Click an item in the item list
  - Deselect filter options before moving on
- View All
  - All of our KPIs in one location
- SmartStock
  - Show the first report only if the customer is on the SmartStock program
    - SmartStock Purchases
    - Discounts and allowances
    - Market
    - Compliance
    - Categories buying
    - New smartstock items to your market
    - Vendor movement