



Sign in to edit and save changes to this file.



Data warehousing with IBM cloud Db2 warehouse

Introduction

- Data warehousing is a critical component of modern data management and analytics strategies, and IBM Cloud DB2 Warehouse is a powerful solution offered by IBM to address the data warehousing needs of businesses. In this introduction, we'll explore the fundamental concepts of data warehousing and how IBM Cloud DB2 Warehouse fits into the picture.

Retail Merchandising analysis

- Merchandising can be termed as the Factors affecting the Merchandising Function planning, Buying and the selling of merchandise.
- The function of merchandising is an integral part of Retailing and also one of the most challenging Functions.

**MERCHANDISING
ANALYTICS ENGAGEMENT
FOR A RETAILER IN THE US**





Merchandising analytics engagement helps a leading US retailer improve customer footfall by 15%.

CHALLENGE	SITUATION	SOLUTION	IMPACT
Create effective merchandising plans and gain customer insights by analyzing sales and merchandising data.	The client was facing significant issues over time due to the ever-changing needs of customers and having to manage multiple databases.	Develop a solution to anticipate changing demands, channel preferences, and price sensitivity to promote the right products.	The client was able to analyze promotion efficiency and design targeted promotion strategies and could hyper-localize assortments based on purchase transaction history and fine-tune assortment planning.

- Retailers often say, "goods well bought are half sold".



Sign in to edit and save changes to this file.



Merchandise Management

Merchandise Management can be termed As:

- ☐ Analysis
- ☐ Planning
- ☐ Acquisition
- ☐ Handling
- ☐ Control Analysis

- Analysis

It is required because a retailer needs to understand the needs and wants of his target audience.

- Planning

It is necessary to plan since the merchandise to be sold in the future, must be bought in advance.

- Acquisition

Merchandise to be sold in the retail store, needs to be procured from others – either from distributors or manufacturers.

- Handling

It is necessary to determine where merchandise is needed and ensure that the merchandise reaches the required stores at the right time and in the right condition.

- Control

As the function of merchandising involves spending of money for the acquiring of products, it is necessary to control the amount of money spent on buying.

Factors affecting the Merchandising Function

Merchandising does not function in isolation. It is affected by various factors, like:

- ☐ Organization Structure
- ☐ Size of the Retail Organization
- ☐ Merchandise to be carried
- ☐ Type of Store