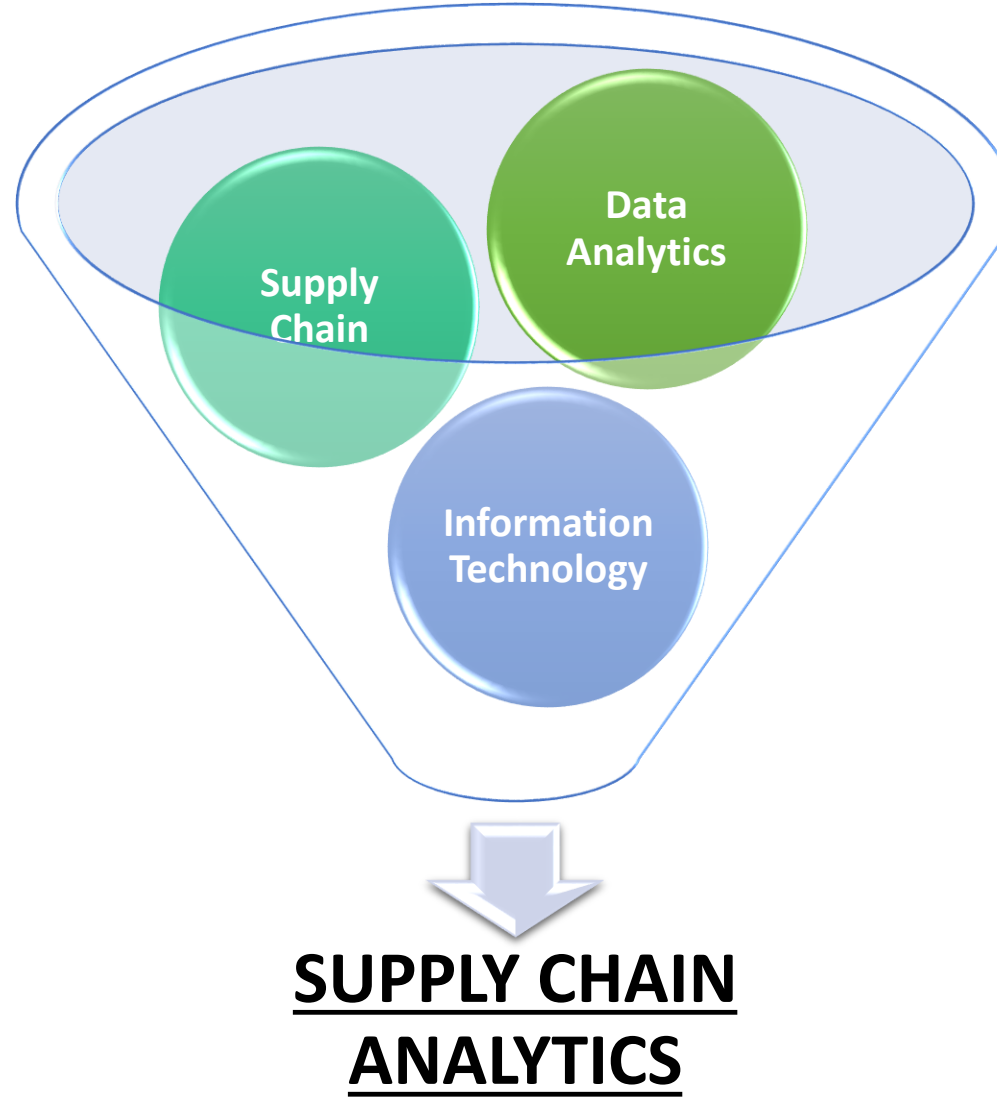


SCM

Analytics

CREATE A DATA-DRIVEN SUPPLY CHAIN



4 Steps to Insight



Using **ANALYTICS** to take good
BUSINESS DECISIONS in order to
improve the Supply Chain

SCM Analytics Modules

Sales Analytics

Sales / Demand Forecasting

Merchandise Performance Analytics

Cohort / Customer Loyalty Analytics

Inventory Analytics

Store Performance Analytics

Store Segment Performance Analytics

Retailer Performance Analytics

Order Tracking Analytics

Actionable Reports / Alerts Analytics

Sales Analytics

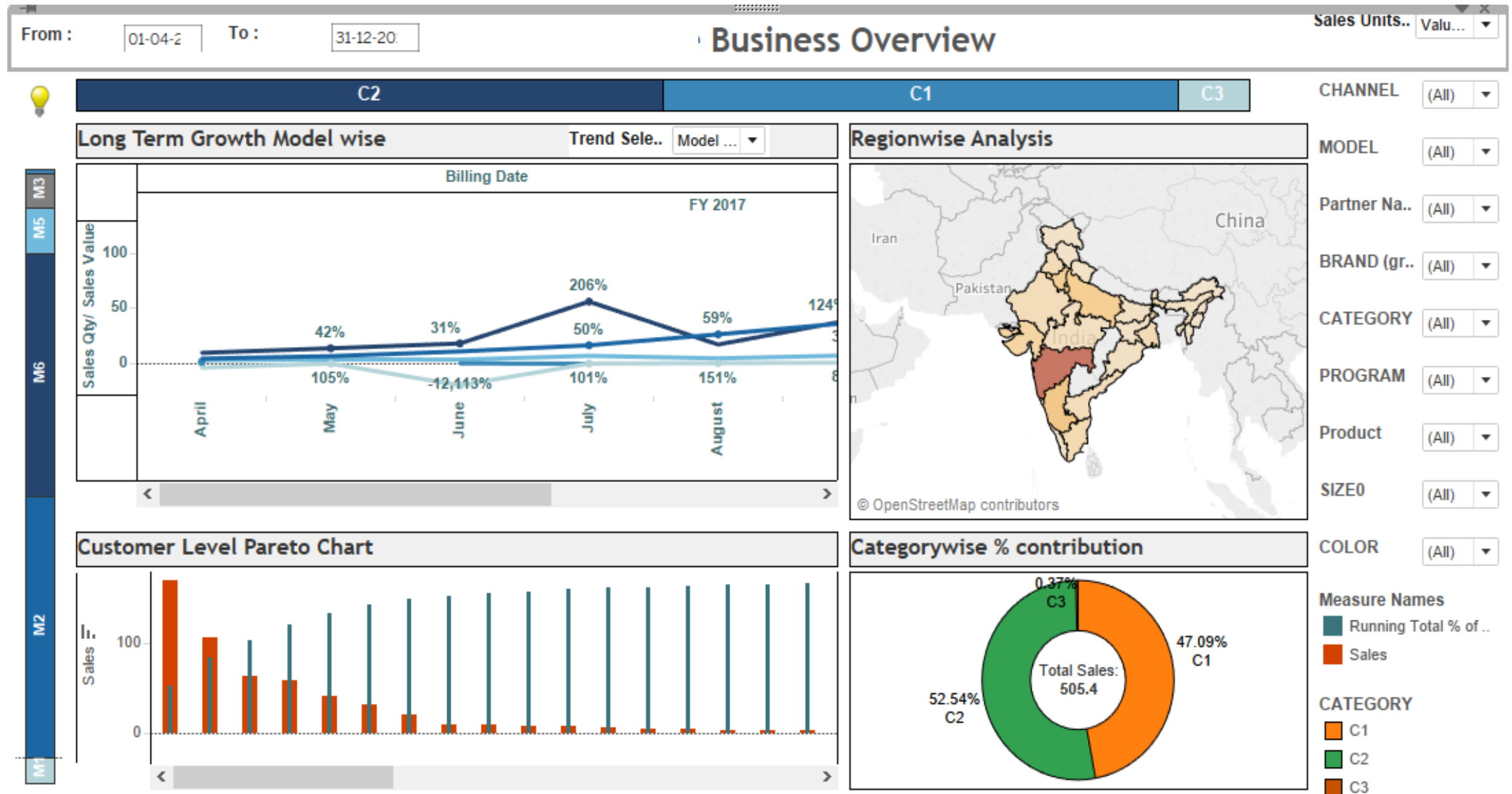
- Target Vs. Actual/Achievement.
- Discount Analysis.
- Trend Analysis.
- Demand Forecasting.
- Periodic Performance Analysis.
- Margin / Negative Margin Analysis.
- Clearance Analysis.
- Cohort / Customer Loyalty Analytics.

Sales Analytics

Business Questions :

- Yearly/ Monthly /Weekly/ Daily trend across Model / Channel/Program ?
- Region wise/Channel / Product Category Sales/Qty and % contribution ?
- Customer wise Contribution , which 20% of customers are giving me 80% of business ?
- Sales contribution over various Discount Bins across each Program ?
- Sales Achievement across its defined Targets for each Program ?
- Sales/Qty for 'n' no of weeks TY and LY comparison ?
- Margin and Margin % for LY and TY across various Business / Model/ Channel/ Brand ?
- Month on Month / Year on Year Growth % ?

B. Q. Shows Sales across multiple dimensions – Model , Channel , Region , Customer , Category.

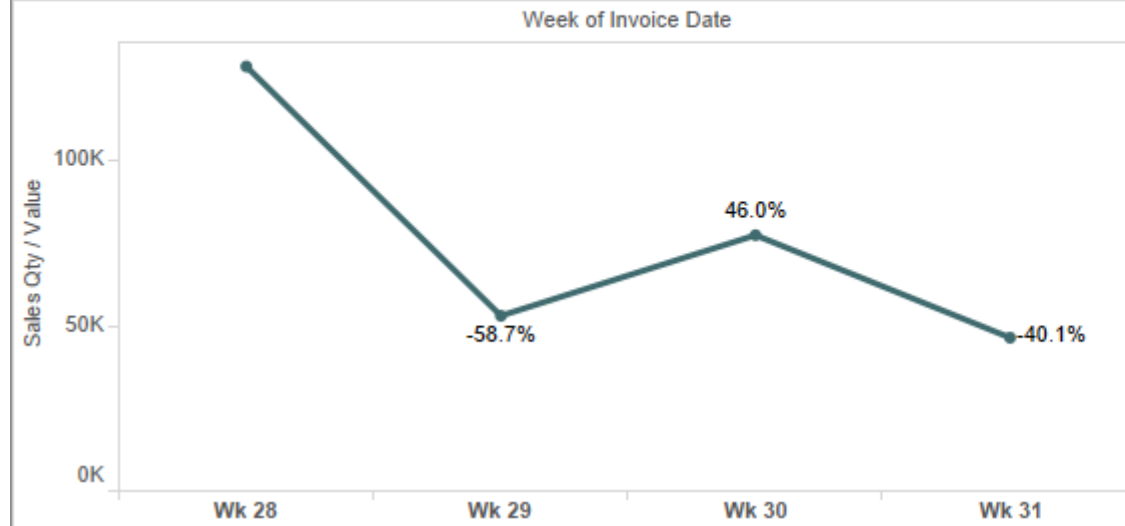


B.Q. Shows Sales Trend across the Week with respect to Business , Category

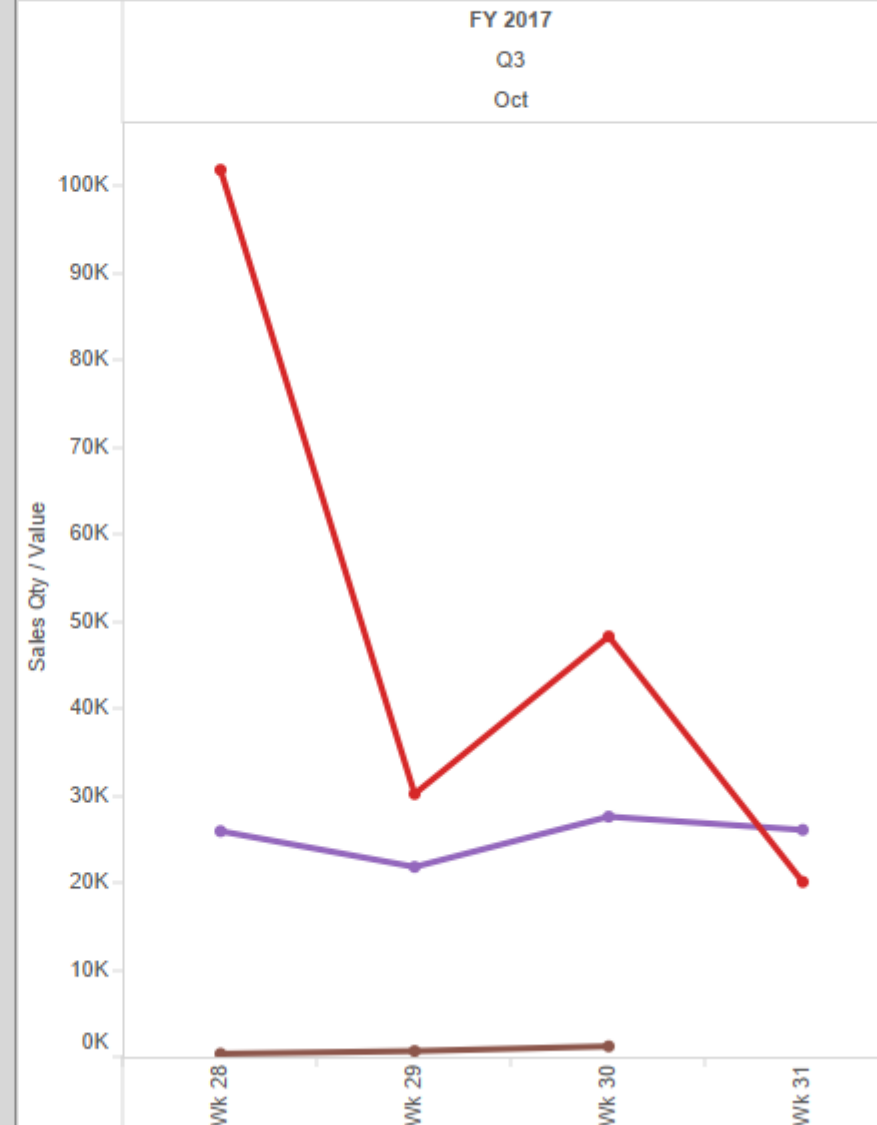
Weekly Trend Analysis for L4Wks (Select the appropriate date and sales unit of measure)

Select Date 30-10-2016

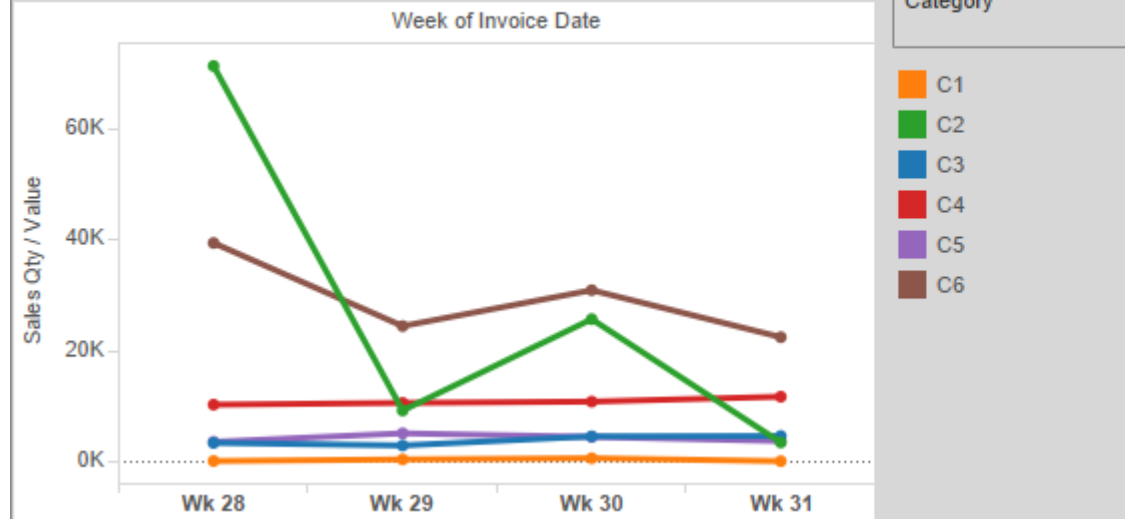
Weekly trend



Businesswise Trend



Categorywise Trend (Select level of comparison)



Select Level of Analy..
Category

- C1
- C2
- C3
- C4
- C5
- C6

No of Weeks
4

Unit of Measure
Value

Business
Business 1
Business 2
Business 3

Business
All

Retailer
All

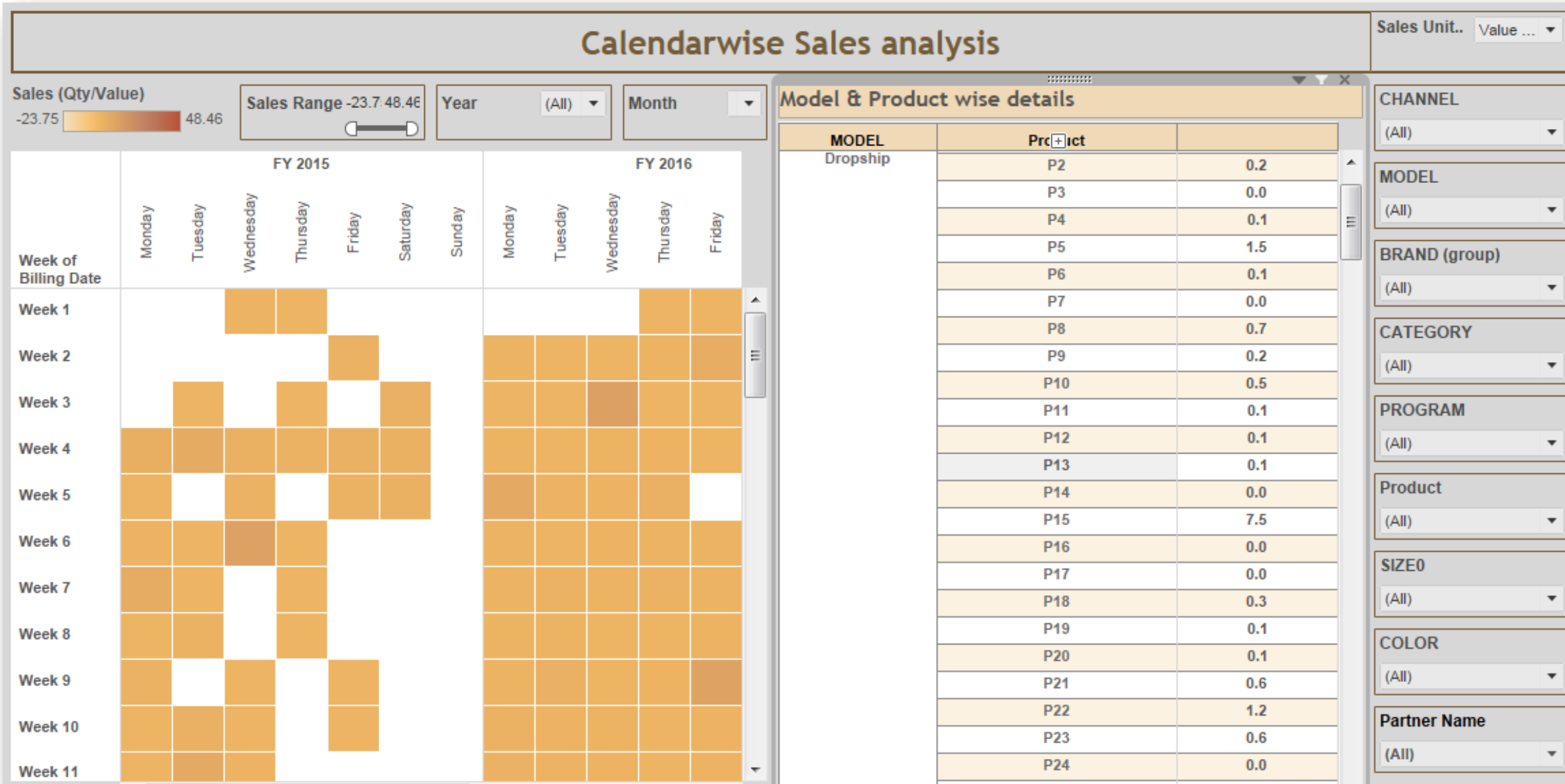
Program
All

Category
All

Size
All

Color
All

B.Q. Shows Sales w.r.t Week and Day and respective Model , Product wise details



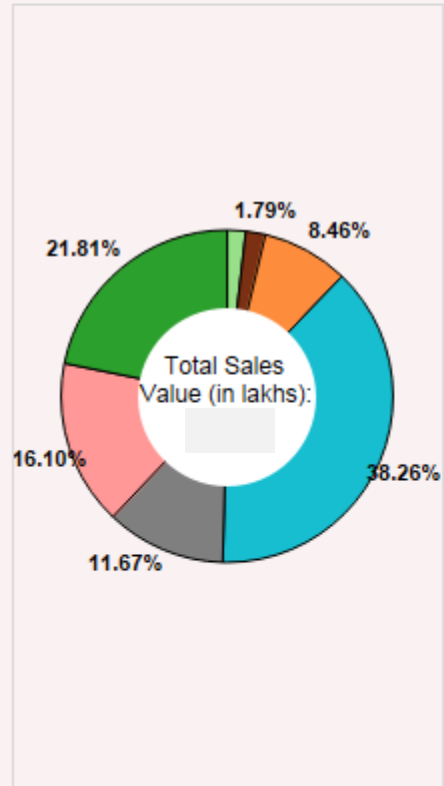
B.Q. Total Sales Contribution in Different Discount Bins across Program

Discount % Analysis

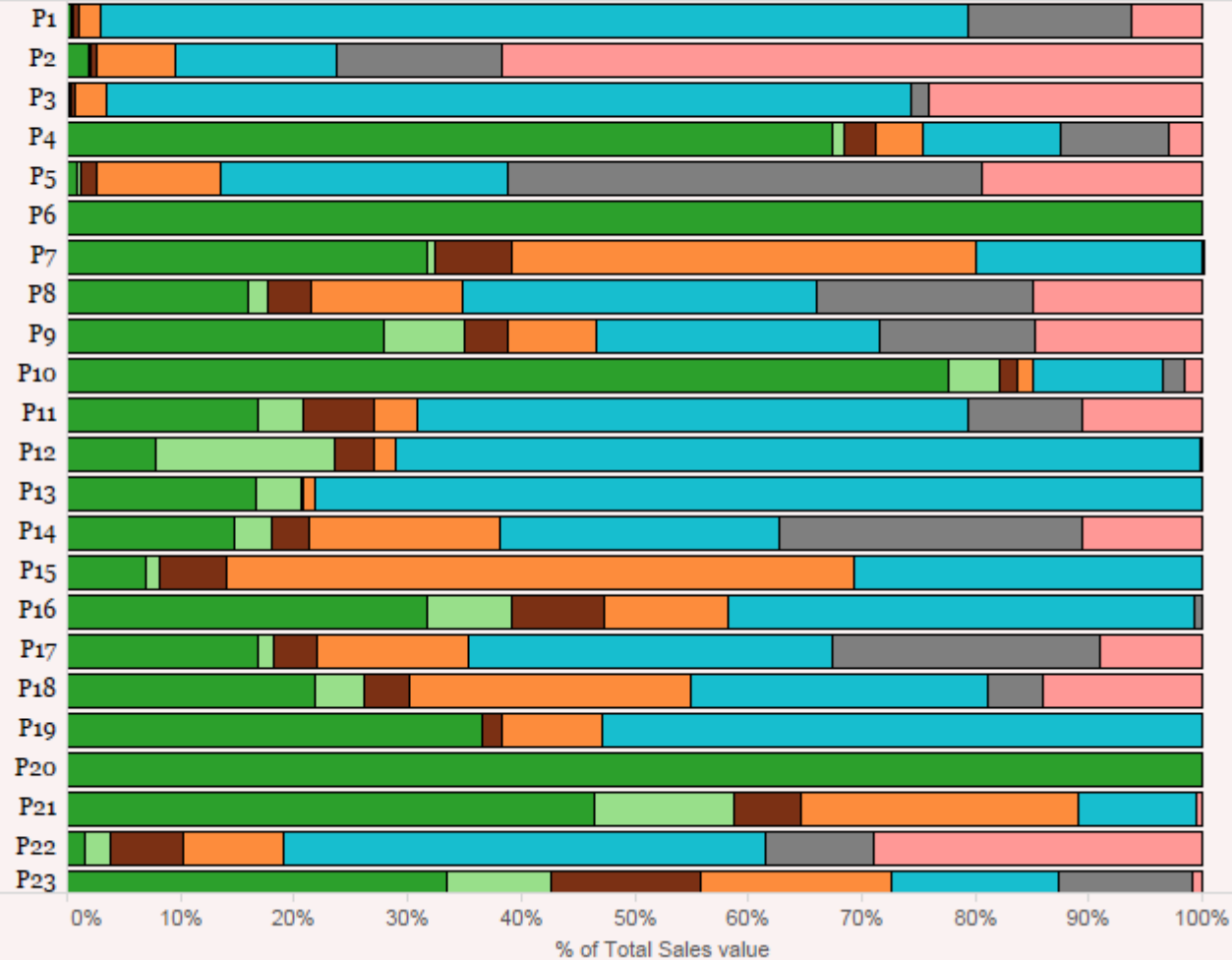
Discount Bins

- Above 50%
- 41%-50%
- 31%-40%
- 21%-30%

Overall Discount Analysis



PROGRAM



From

01-Apr-16

To

31-Oct-16

CHANNEL

(All)

MODEL

(All)

Partner Name

(All)

BRAND (group)

(All)

CATEGORY

(All)

PROGRAM

(All)

Product

(All)

SIZE0

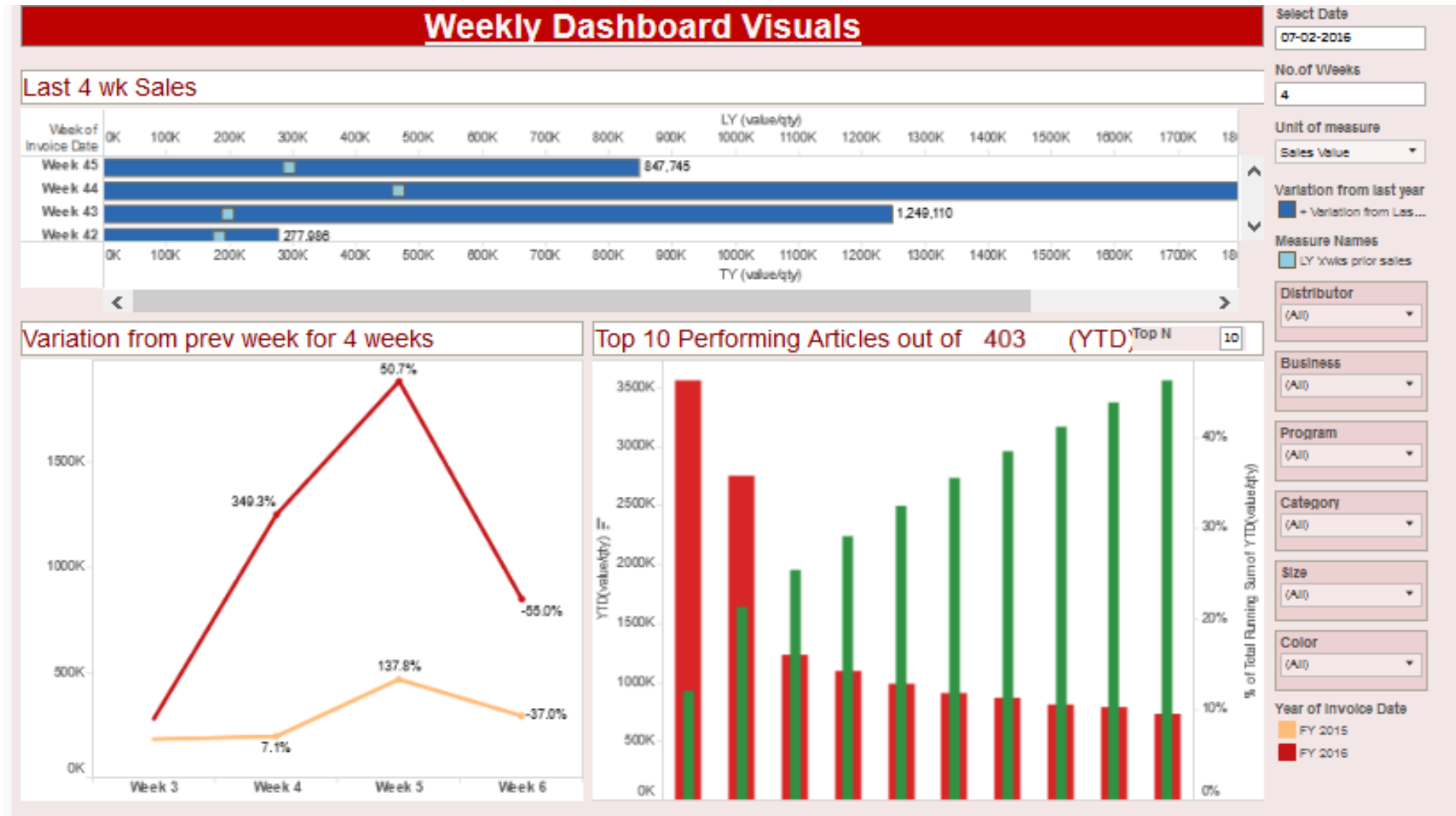
(All)

COLOR

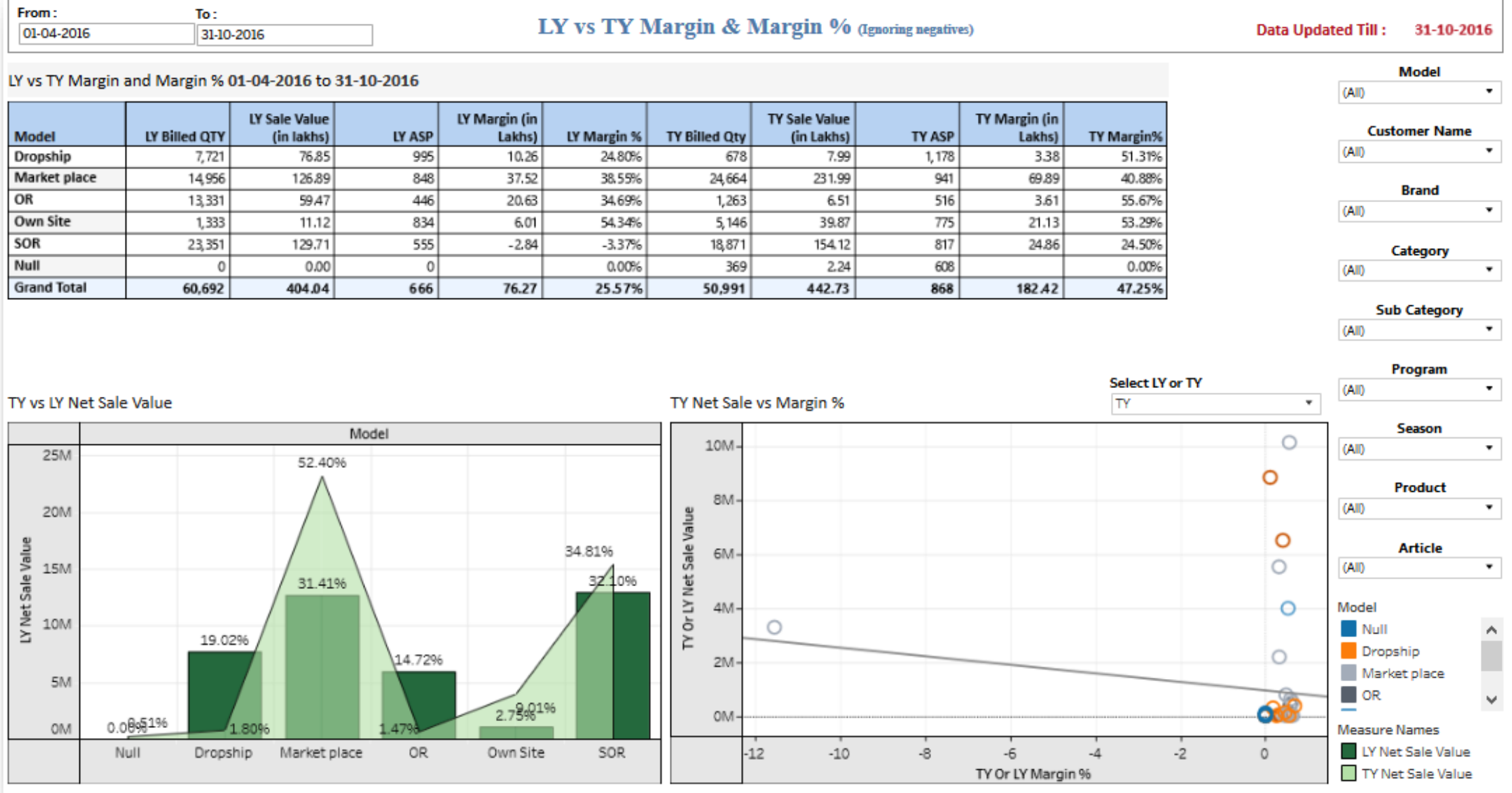
(All)

Providing End-to-End Visibility

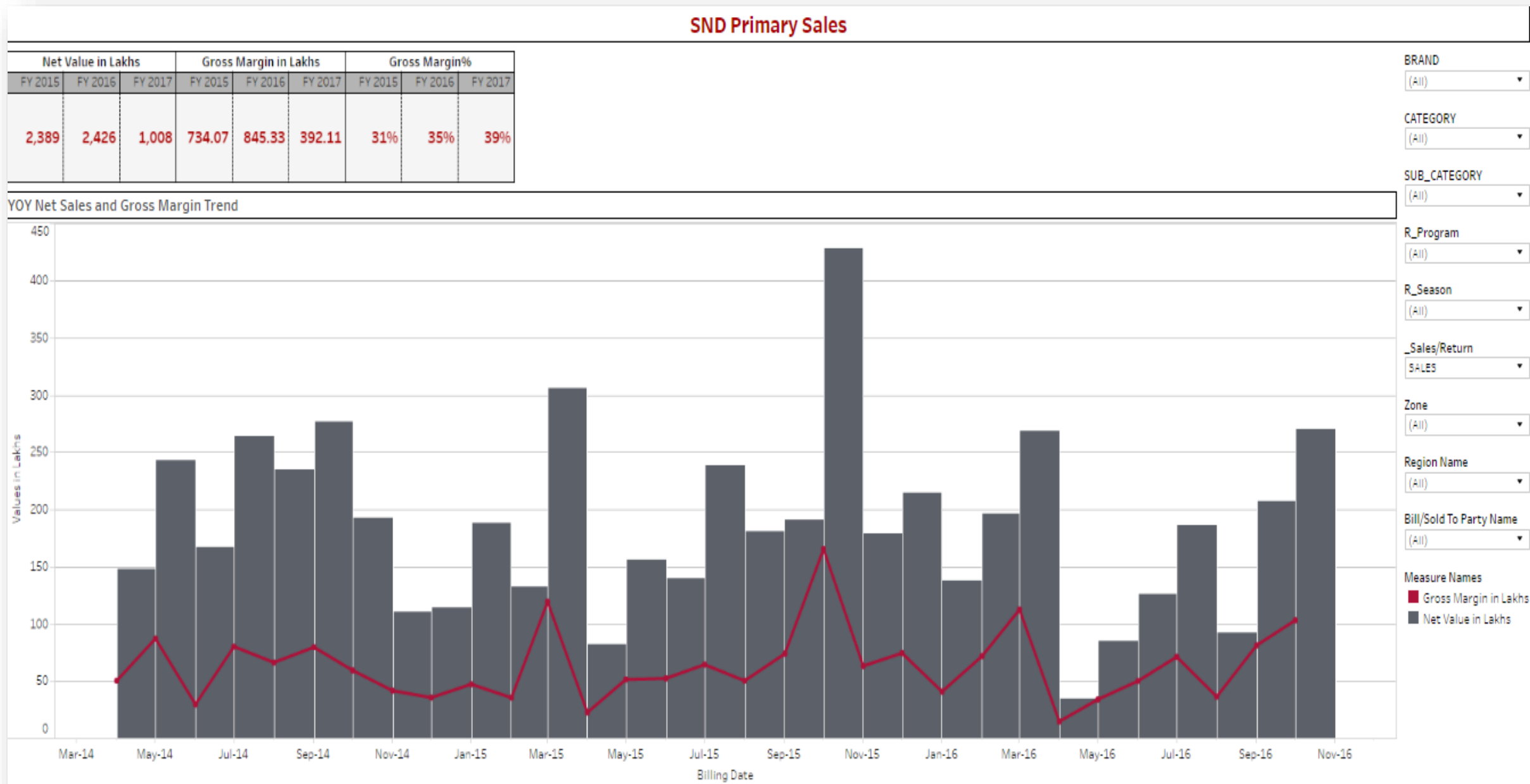
B.Q. What is the Sales for last 4 weeks ,variation from prev week for 4 weeks and top performing articles across business ,program ,color?



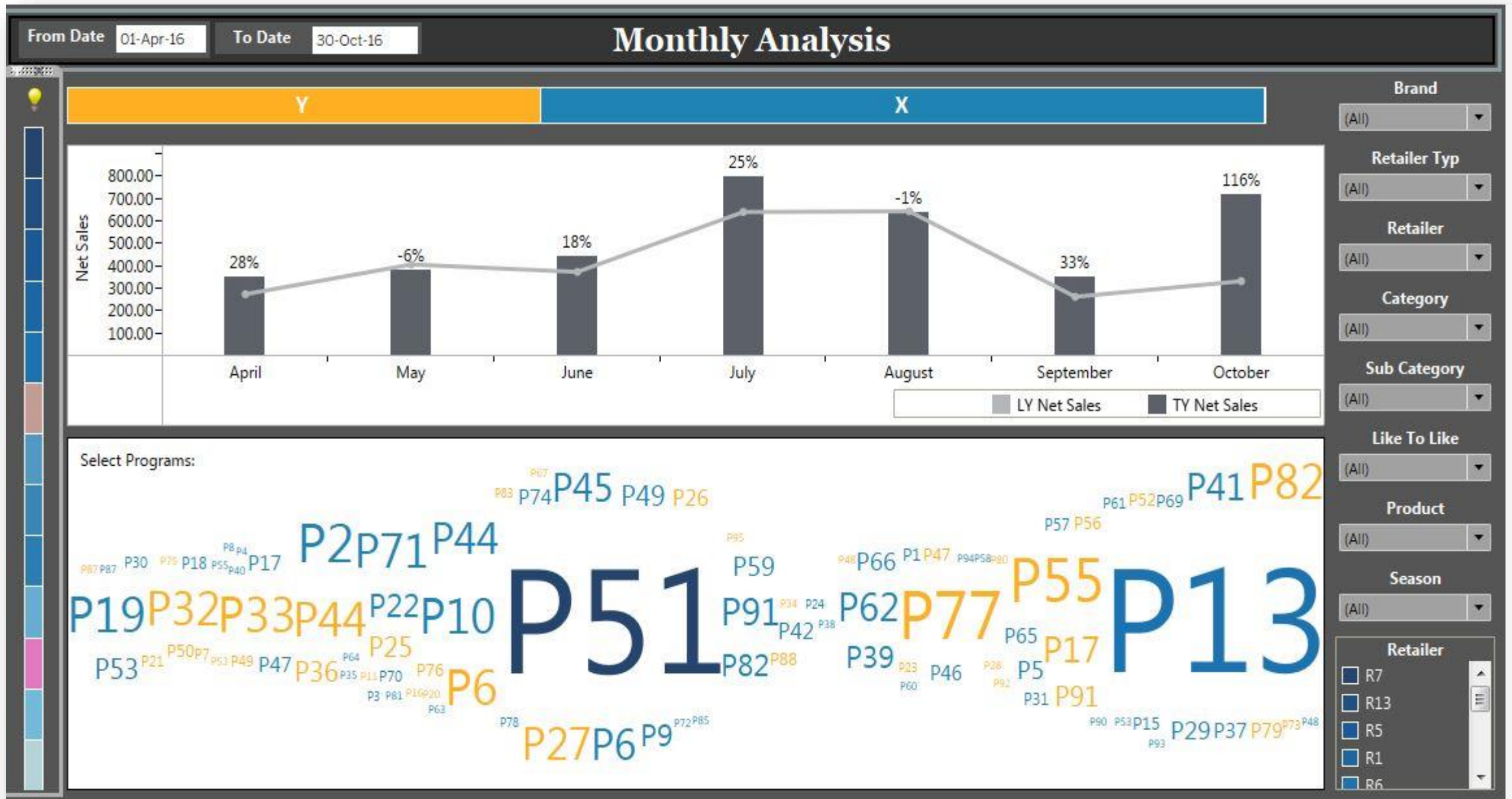
B.Q. What is the Margin contribution for different business Model across a period?



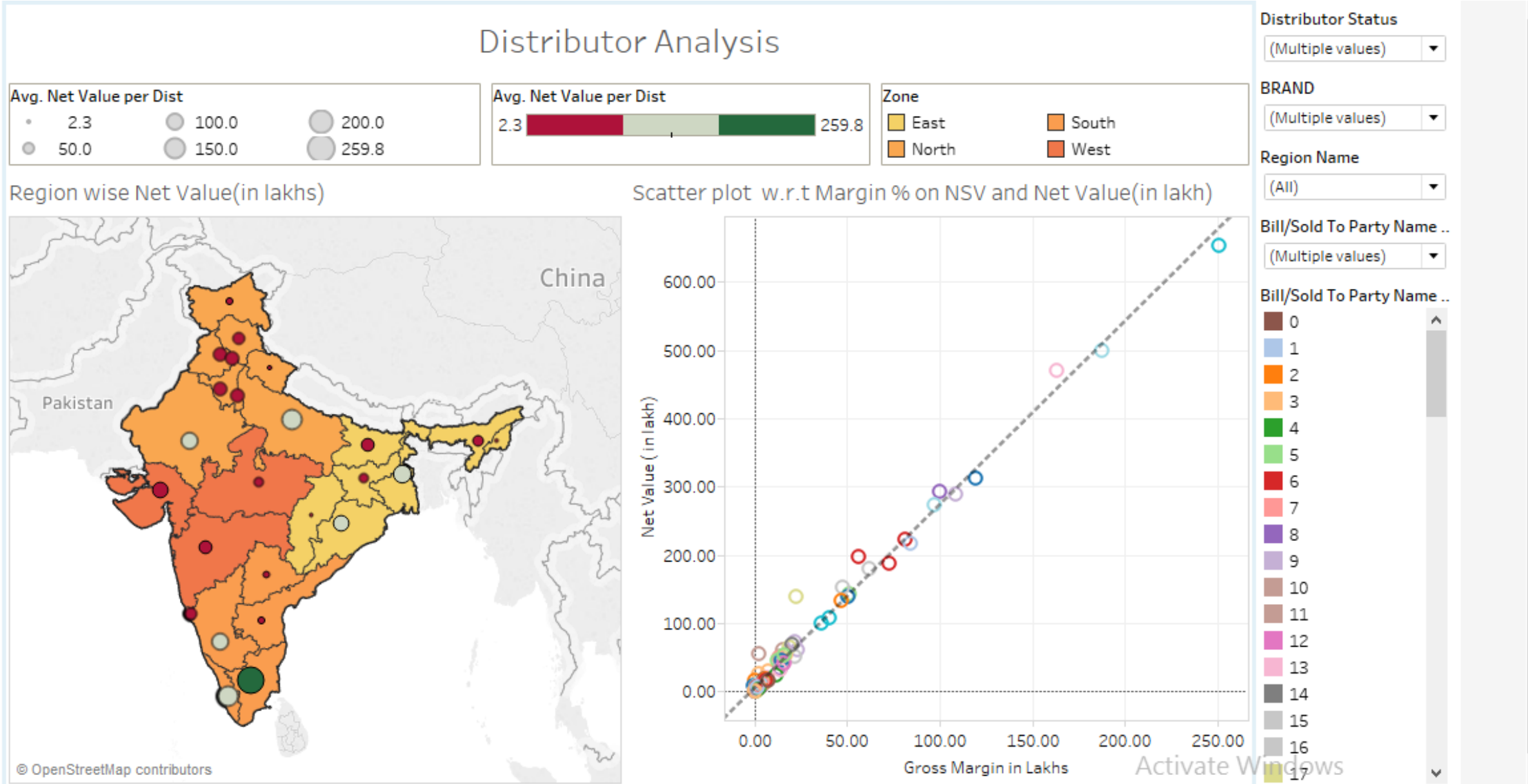
B.Q. What is the Sales & Margin Trend across the Months?



B.Q. What is the Monthly Sale across Category , Program , retailer and this year vs. last year Sale?



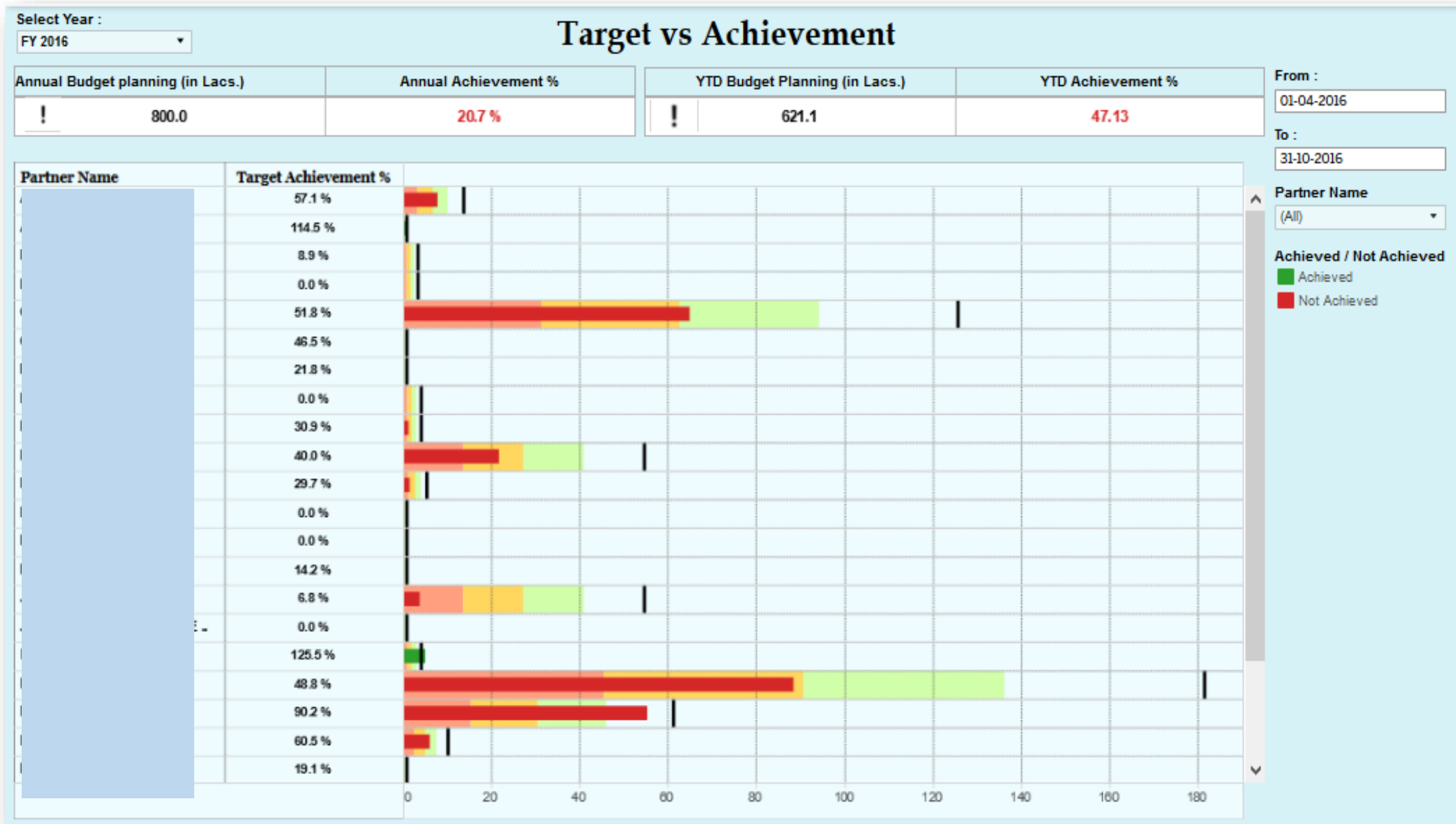
B.Q. Sales Analysis for Distributor across Region , relationship between Net Value and Gross Margin for all the Customers.



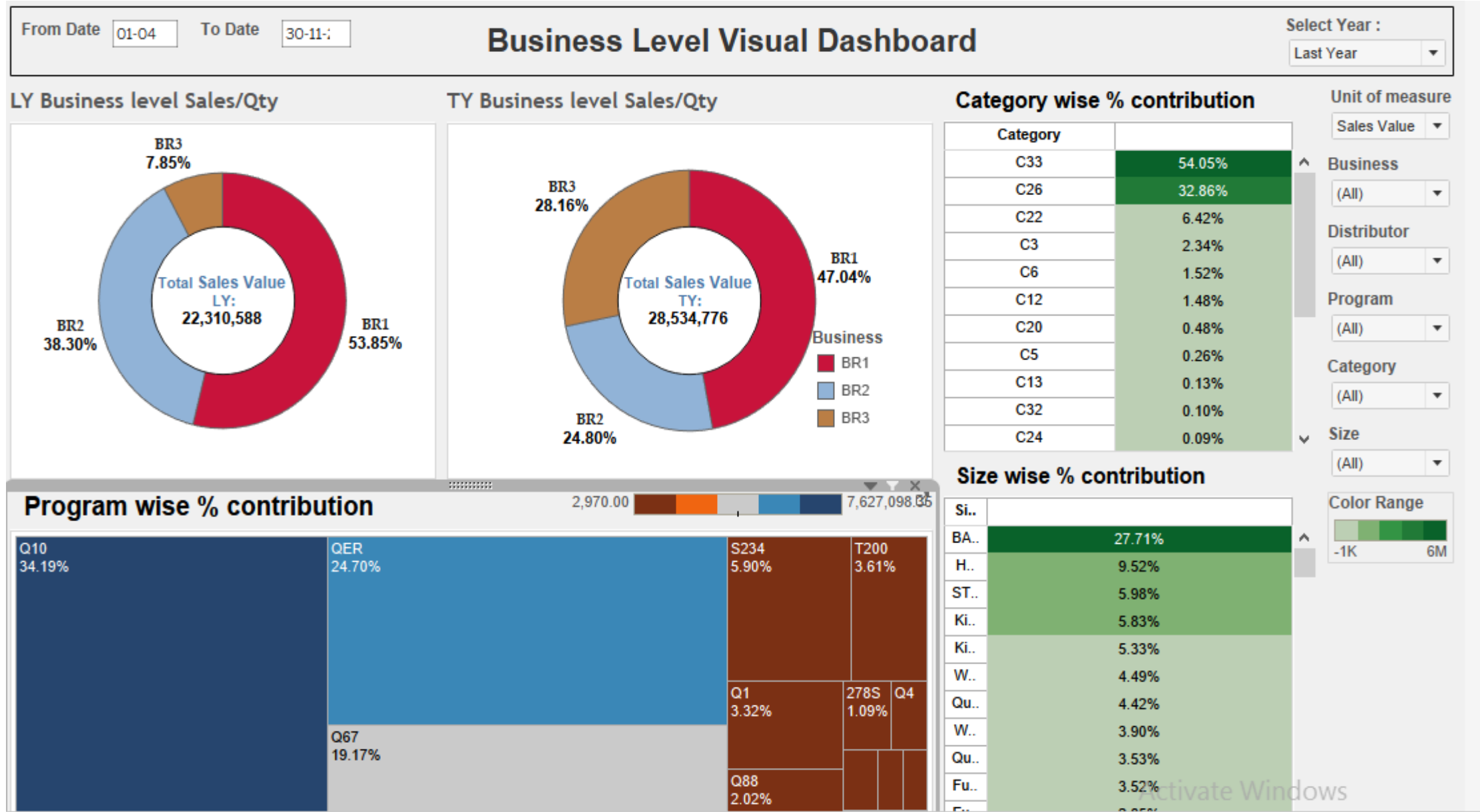
Region wise Net Value(in lakhs)

Scatter plot w.r.t Margin % on NSV and Net Value(in lakh)

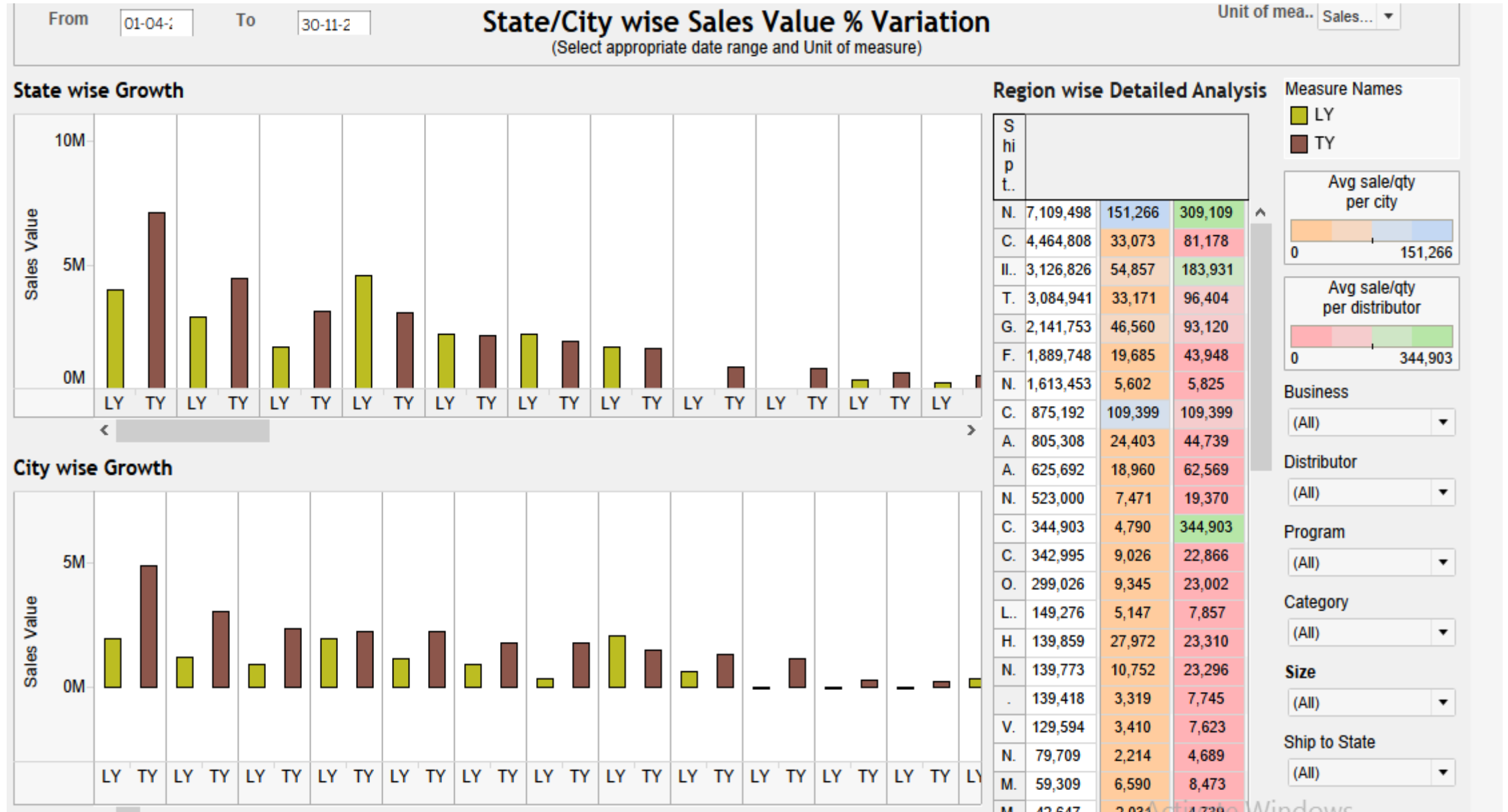
B.Q. What is the Target Vs Achievement across Program?



B.Q. Sales /Qty Analysis across the years , business, category , Size , Program



B.Q. State and City Sales and Growth Analysis

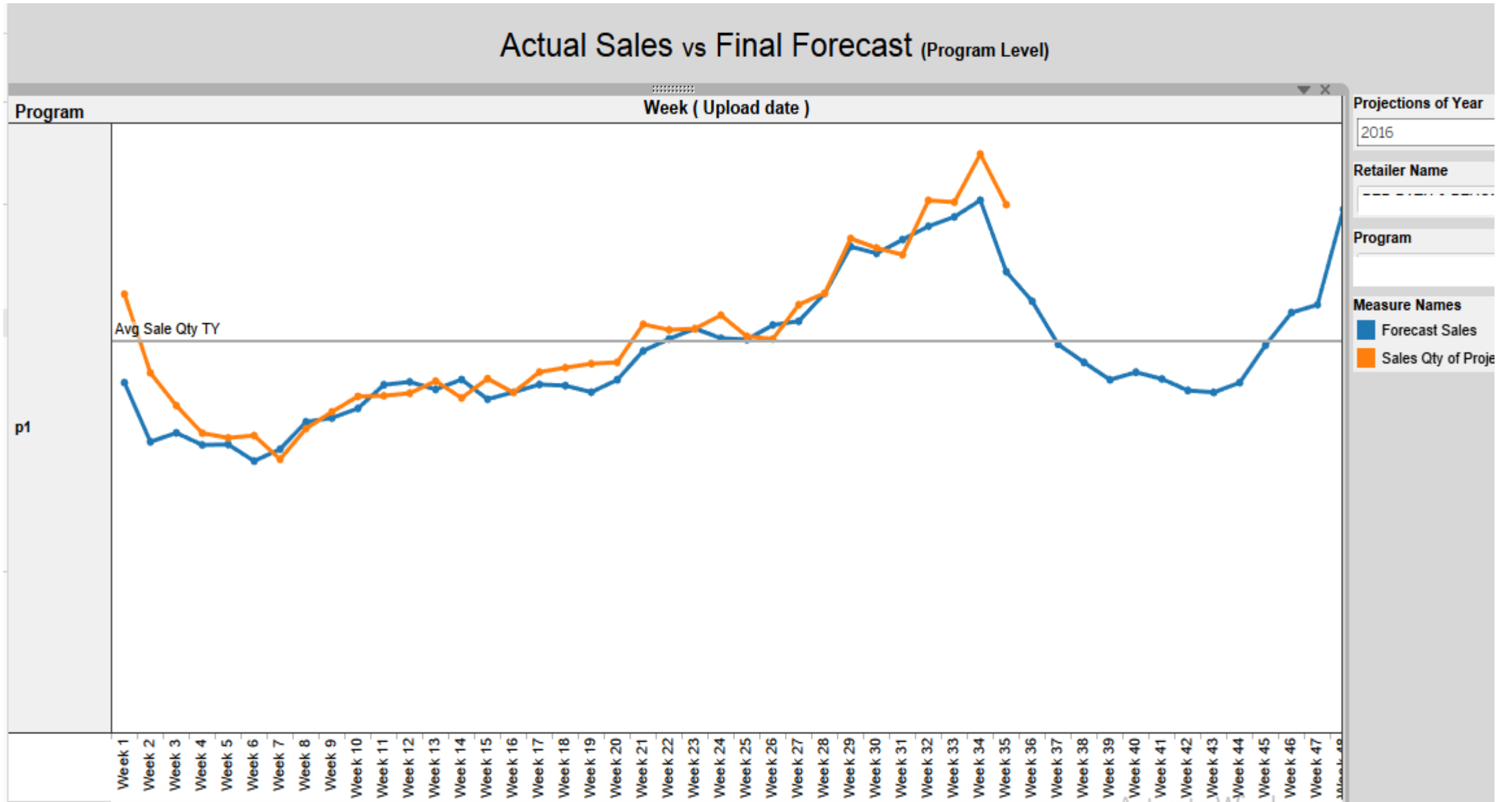


Sales / Demand Forecasting

Business Questions:

- Actual Vs Forecast Trend ?
- Forecasting (Projections) based on Seasonal Indexing ?

B.Q. Sales Vs Forecast at a Program Level across the weeks



B.Q. Forecasting at a Program Level Detailed Analysis

Program Lvl Projections (Detailed Dashboard)

Retailer Name

Program

Projections of Year

p1

2016

ADJUSTMENTS :

Program	Week (Upload date)	Sale Qty(last to last yr)	Sale Qty(last yr)	Weekwise Average sales of en..	Avg sales per week of last to ..	Avg sales per week of last yr	Avg sales per week of last tw..	Entered Growth	Avg increase% based on yearl..	Entered Growth	Avg increase after week +year..	Periodwise Growth Calculation..	Avg increase% after periodwi..	Ideal S.I for last two yr (selectio..	Manual S.I	New Seasonal Index(Pr ogram)	Forecast after final adju stm..	Final Forecast Grand t otal
p1	Week 1	76,034	94,676	85,355	93,888	95,388	94,638		95,388		95,388		95,388	#####		#####	86,031	
	Week 2	67,944	73,962	70,953	93,888	95,388	94,638		95,388		95,388		95,388	#####		#####	71,515	
	Week 3	72,876	73,391	73,134	93,888	95,388	94,638		95,388		95,388		95,388	#####		#####	73,713	
	Week 4	66,073	74,277	70,175	93,888	95,388	94,638		95,388		95,388		95,388	#####		#####	70,731	
	Week 5	70,034	70,567	70,301	93,888	95,388	94,638		95,388		95,388		95,388	#####		#####	70,858	
	Week 6	65,855	66,669	66,262	93,888	95,388	94,638		95,388		95,388		95,388	#####		#####	66,787	
	Week 7	71,024	67,273	69,149	93,888	95,388	94,638		95,388		95,388		95,388	#####		#####	69,696	
	Week 8	82,371	69,252	75,812	93,888	95,388	94,638		95,388		95,388		95,388	#####		#####	76,412	
	Week 9	80,594	72,917	76,756	93,888	95,388	94,638		95,388		95,388		95,388	#####		#####	77,364	
	Week 10	81,140	77,026	79,083	93,888	95,388	94,638		95,388		95,388		95,388	#####		#####	79,710	
	Week 11	85,949	83,727	84,838	93,888	95,388	94,638		95,388		95,388		95,388	#####		#####	85,510	
	Week 12	86,056	85,037	85,547	93,888	95,388	94,638		95,388		95,388		95,388	#####		#####	86,224	
	Week 13	83,369	84,051	83,710	93,888	95,388	94,638		95,388		95,388		95,388	#####		#####	84,373	
	Week 14	86,117	86,150	86,134	93,888	95,388	94,638		95,388		95,388		95,388	#####		#####	86,816	
	Week 15	81,729	80,922	81,326	93,888	95,388	94,638		95,388		95,388		95,388	#####		#####	81,970	
	Week 16	82,388	83,697	83,043	93,888	95,388	94,638		95,388		95,388		95,388	#####		#####	83,701	
	Week 17	81,253	88,592	84,923	93,888	95,388	94,638		95,388		95,388		95,388	#####		#####	85,595	
	Week 18	84,668	84,632	84,650	93,888	95,388	94,638		95,388		95,388		95,388	#####		#####	85,321	
	Week 19	82,573	83,521	83,047	93,888	95,388	94,638		95,388		95,388		95,388	#####		#####	83,705	
	Week 20	82,233	89,882	86,058	93,888	95,388	94,638		95,388		95,388		95,388	#####		#####	86,739	
	Week 21	88,710	97,503	93,107	93,888	95,388	94,638		95,388		95,388		95,388	#####		#####	93,844	

Enter Program

Select Week (for single w.

Week 20

% Growth

0

Starting Week

Week 40

Ending Week

Week 45

Enter Seasonal Index

0

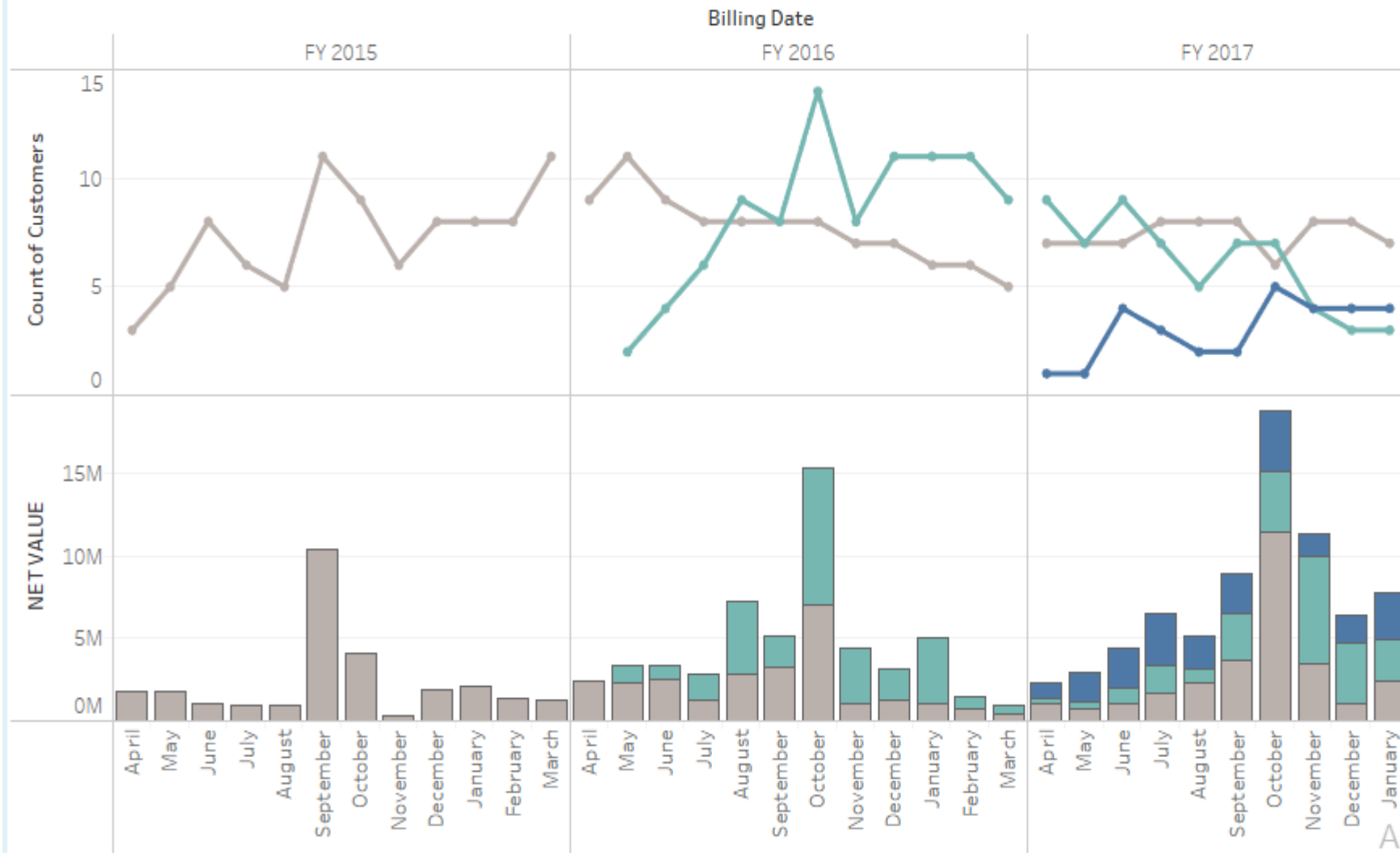
Helps **plan inventory to be pushed to DC**
based on Projections calculated at Program
and SKU level

Cohort / Customer Loyalty Analytics

B.Q. Cohort at Customer Level Analysis

Cohort at Customer Level

Cohort at Customer Level



Year of First Customer n..

FY 2017

FY 2016

FY 2015

New/Existing

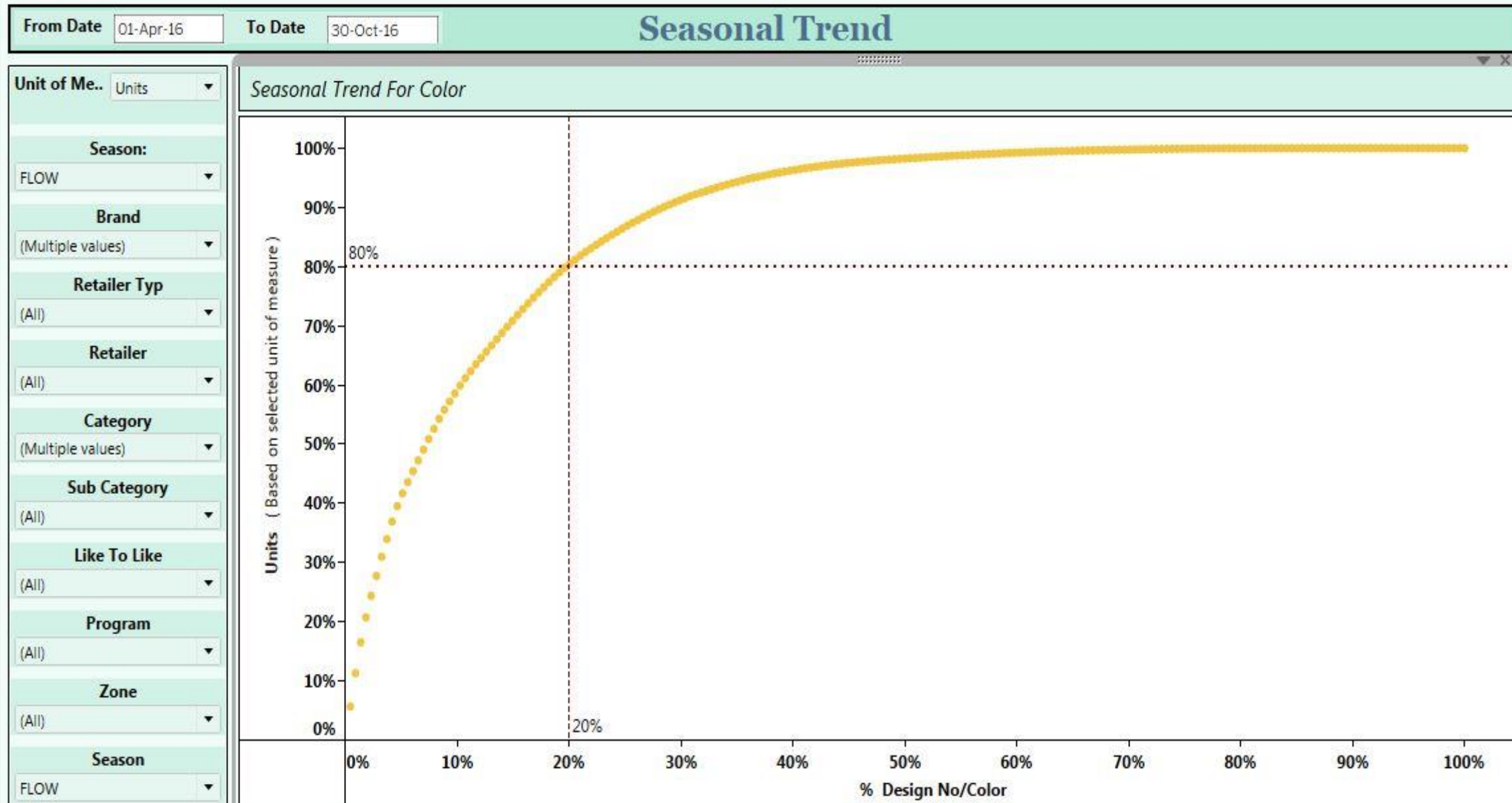
(All) ▼

Merchandise Performance Analytics

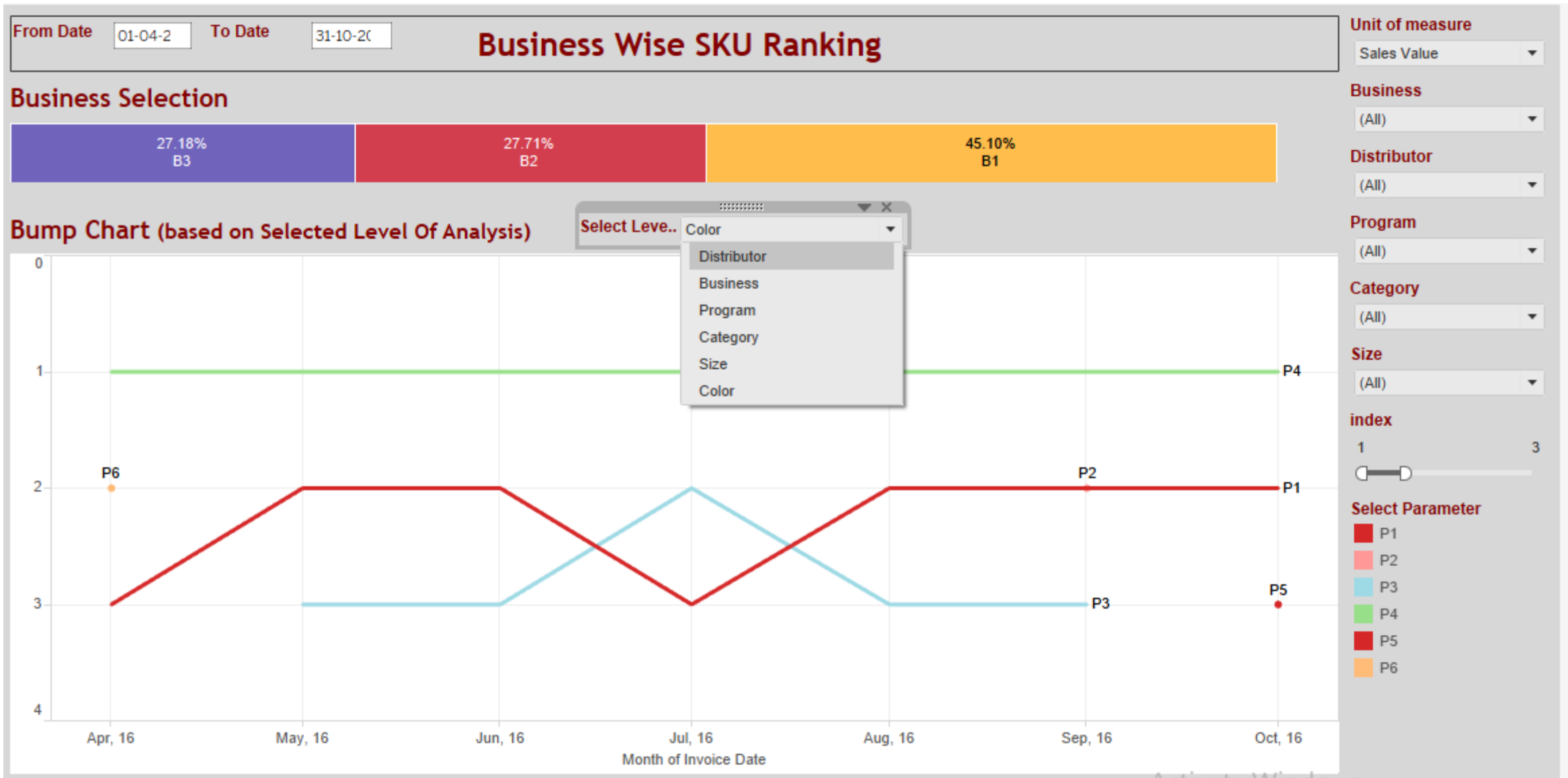
Merchandise Performance Analytics

- **Merchandise Performance Analytics**
 - Price Range/Pricing Analysis
 - Top Performing product analysis

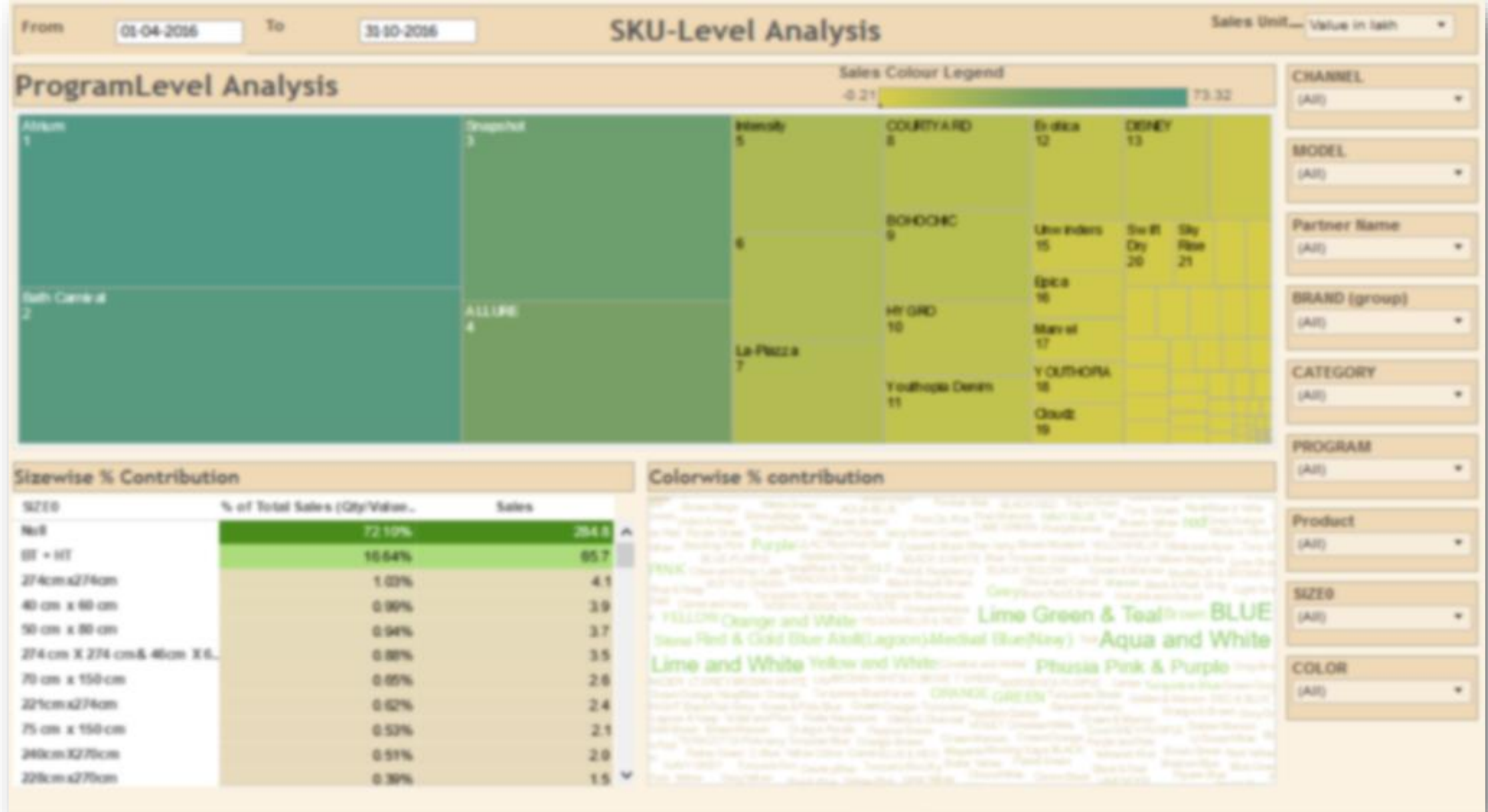
B.Q. Seasonal Trend for Design No/Color



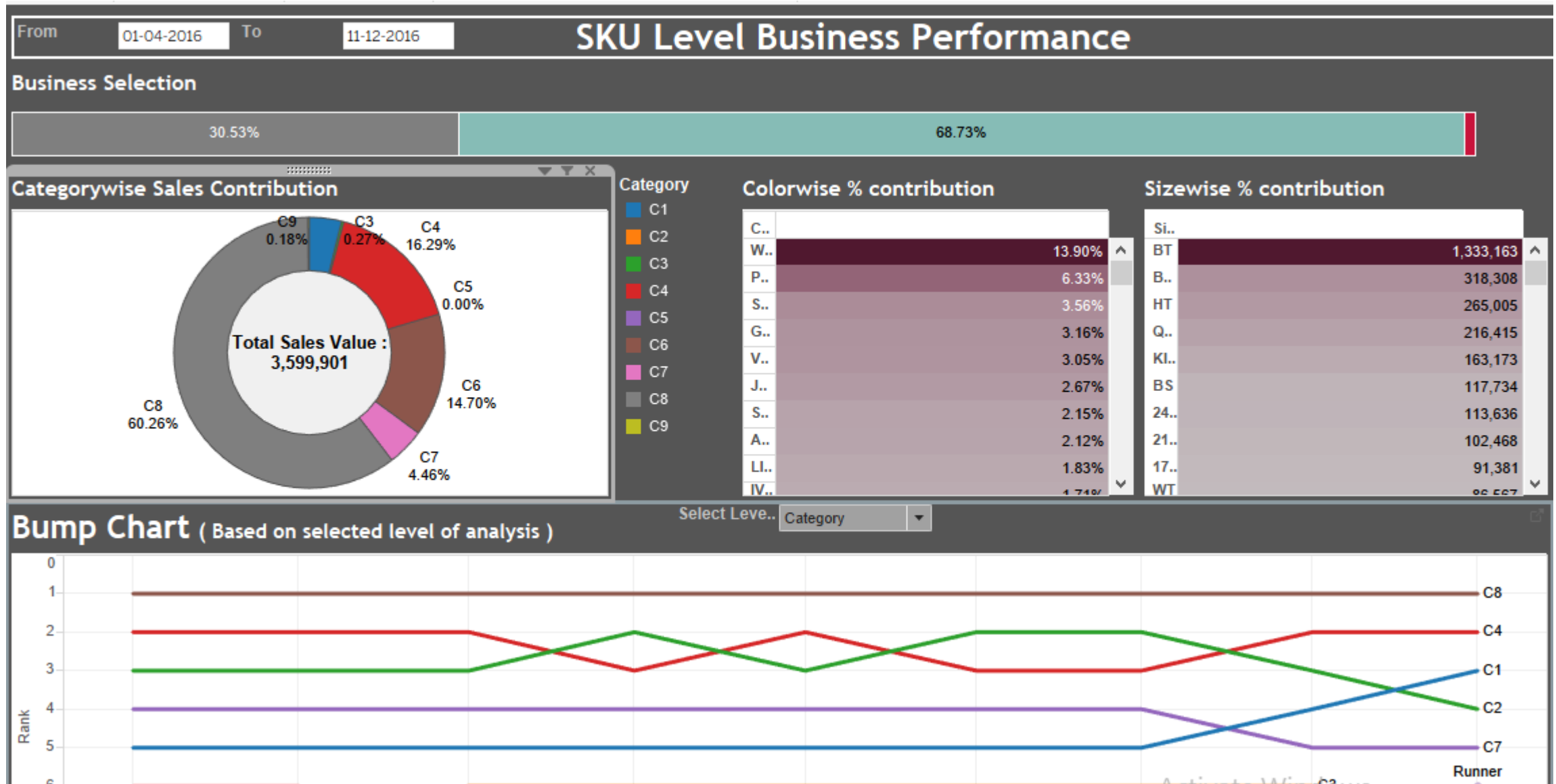
Overall Business wise Analysis and the top performing products across months



B.Q. What is the SKU level % Contribution across Program , Size and Color ?



B.Q. SKU Level Business Performance Analysis with respect to Category , Colour , Size



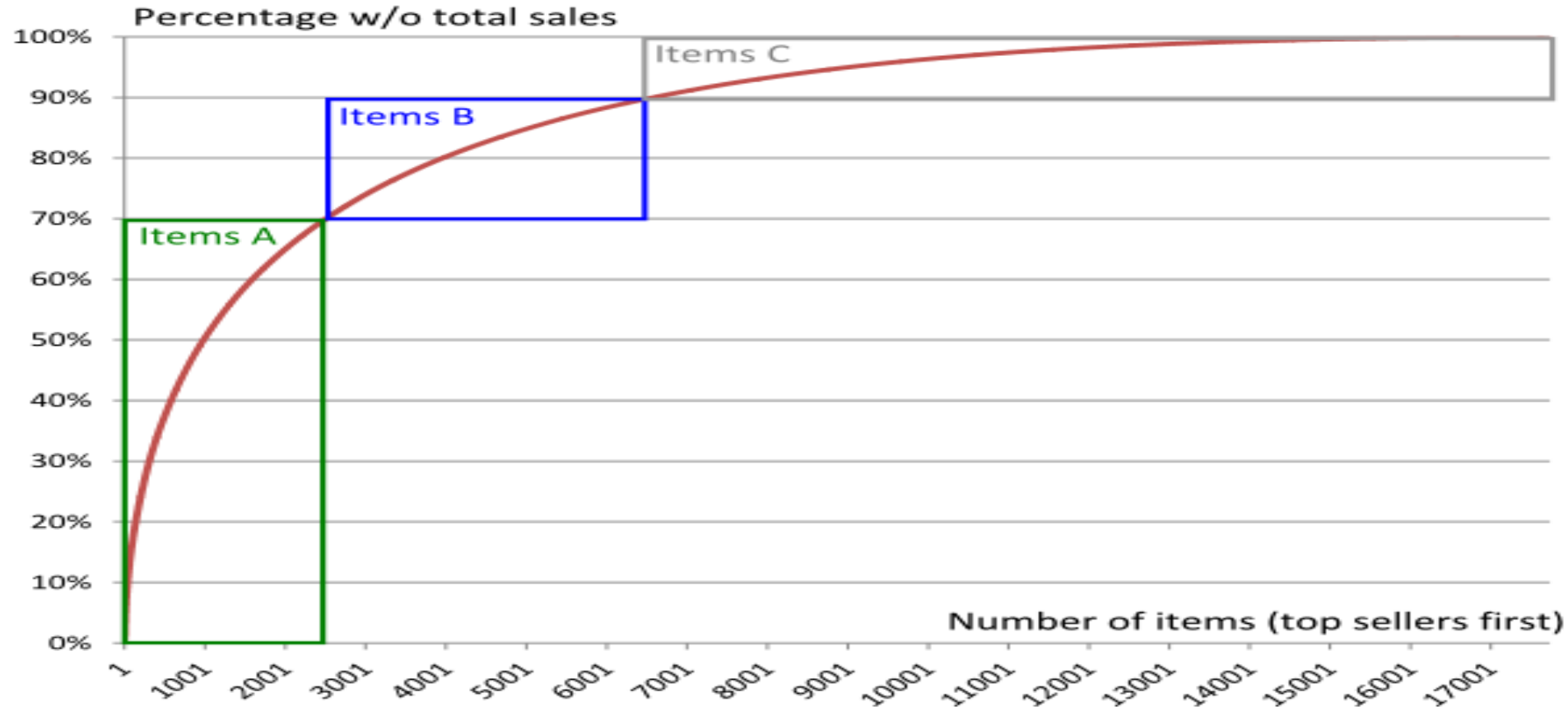
Inventory Analytics

Inventory Analytics

- Inventory Planning Analysis – Inventory Turns , WOC,MOC
- Inventory/Order Suggestion Analysis
- MDQ vs non MDQ Analysis
- Front End Stock Analysis
- Stock Ageing Analysis

ABC Analysis - inventory categorization based on value for annual consumption

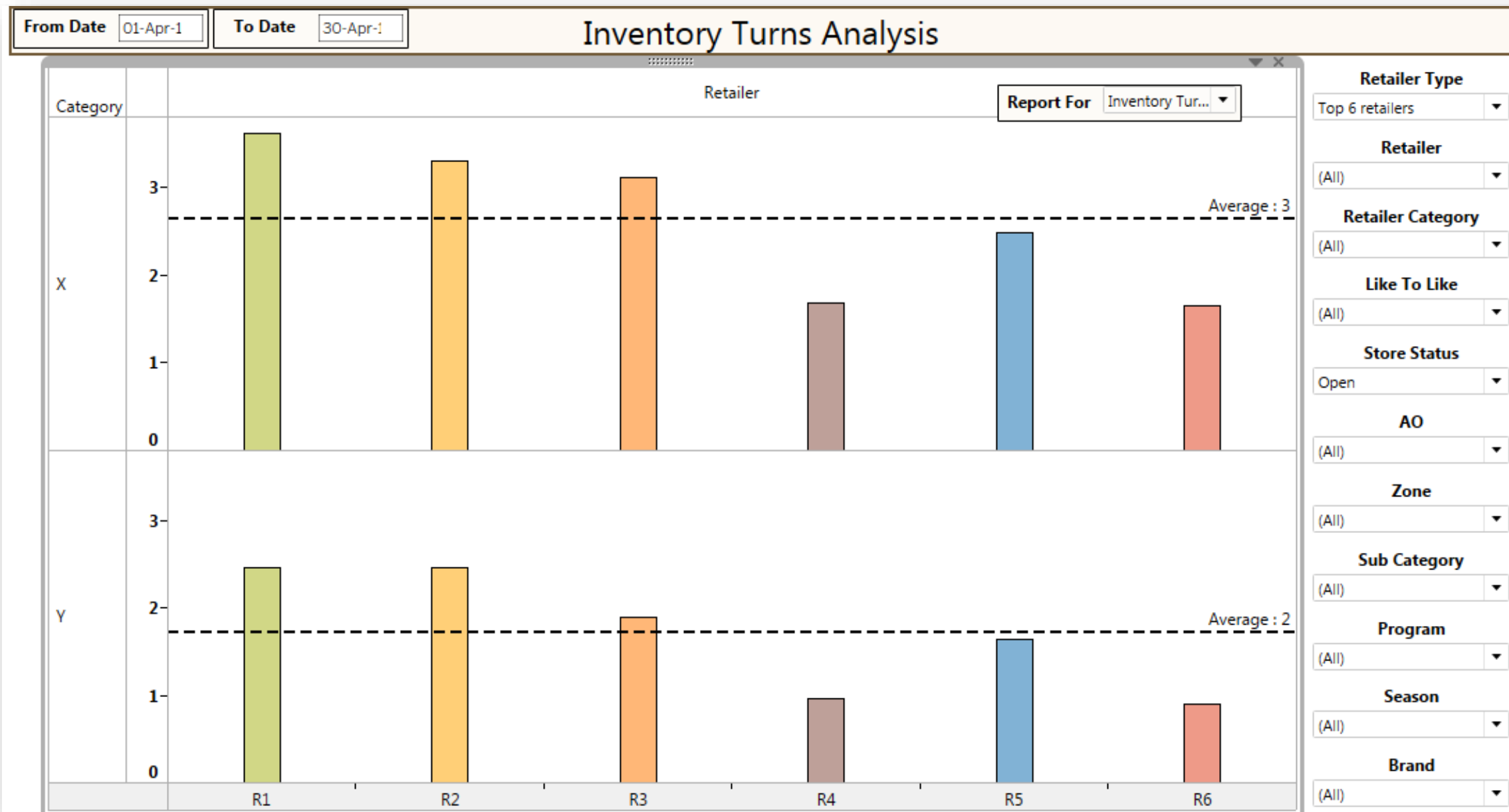
eCommerce example



The graph above illustrates the yearly sales distribution of a US eCommerce in 2011 for all products that have been sold at least one. Products are ranked starting with the highest sales volumes. Out of 17000 references:

- Top 2500 products (Top 15%) represent 70% of the sales.
- Next 4000 products (Next 25%) represent 20% of the sales.
- Bottom 10500 products (Bottom 60%) represents 10% of the sales.

Inventory Turn Analysis for Product Category across the Retailers



High Inventory Turn Ratio – Retailer is able to rapidly sell their merchandise OR Inventory is so low that customer needs are not met and sales are lost.

Low Inventory Turn Ratio – Inventory is slow to sell OR too much inventory on Hand

Weekly Sales vs Stock Analysis (TY vs LY)

Weekly Sales Vs Stock Report

To Date

30-Oct-16

Unit of Meas..

Units

Top Performer of the Present Week (30-Oct-16)

Top N

5

Retailer

R14

R13

R7

R1

R5

Program

P17

P82

P55

P77

P6

L30 Weeks Sales

This Year

Last Year

432,348

350,229

Stock As On Date

This Year

Last Year

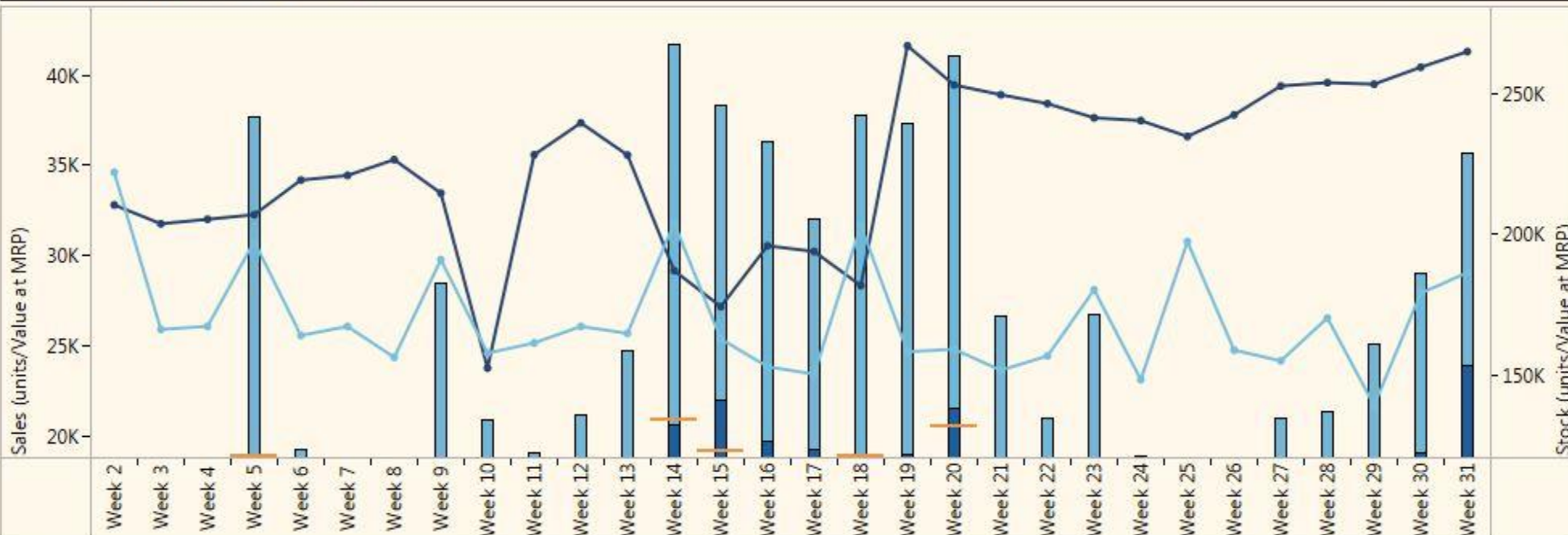
264,864

178,979

TY-LY Sales Vs Stock for 30 Weeks

No. Of We..

30



Brand

(All)

Retailer Typ

(All)

Retailer

(All)

Category

(All)

Sub Category

(All)

Like To Like

(All)

Program

(All)

Season

(All)

Zone

(All)

Weekly Report Heade..

Last Year, Sales..

Last Year, Stoc..

This Year, Sales..

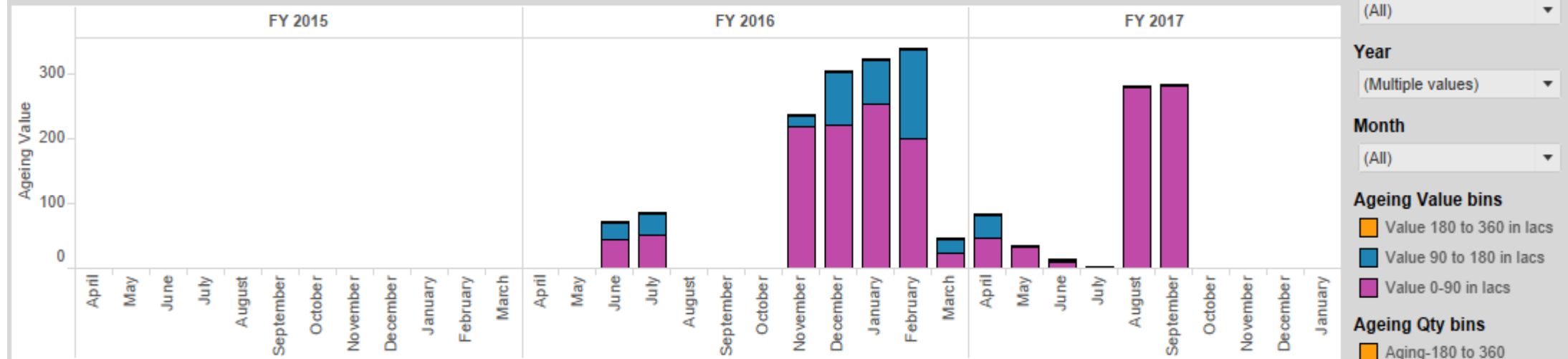
This Year, Stoc..

[All Sales Values are in Lakhs]

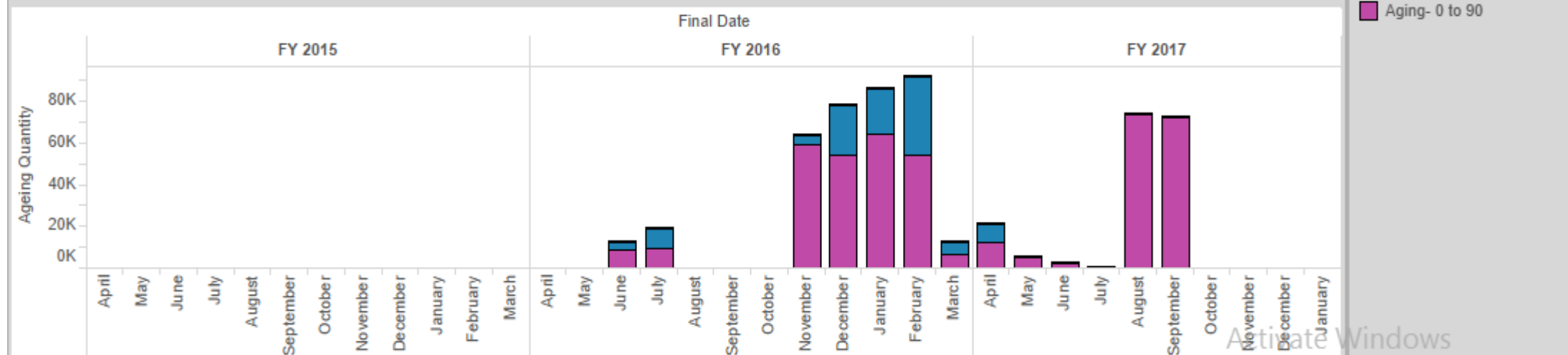
Inventory Ageing Analysis across the years

Ageing Report

Inventory Value Monthwise

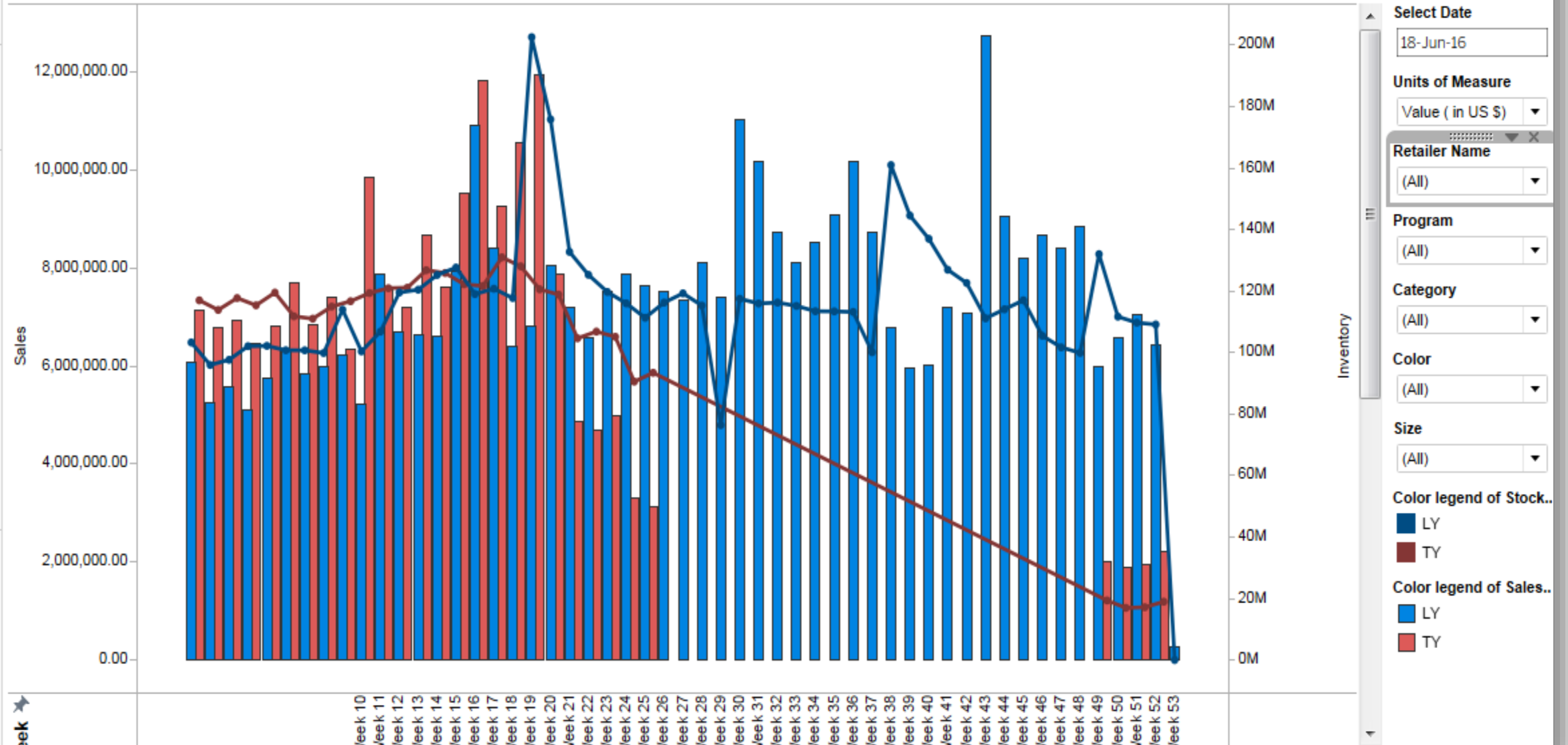


Inventory QTY Monthwise

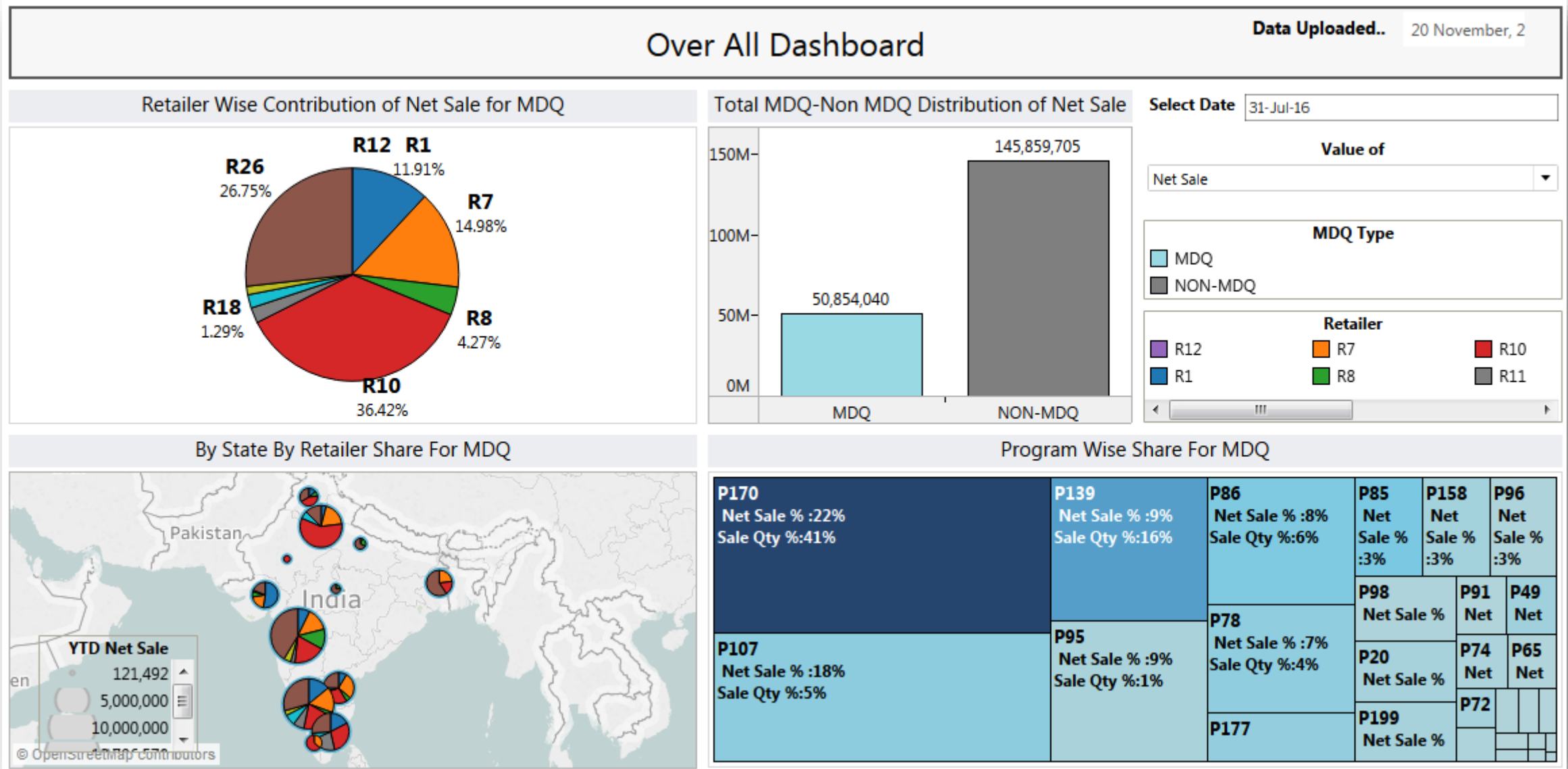


B.Q. Sales Vs Inventory Trend

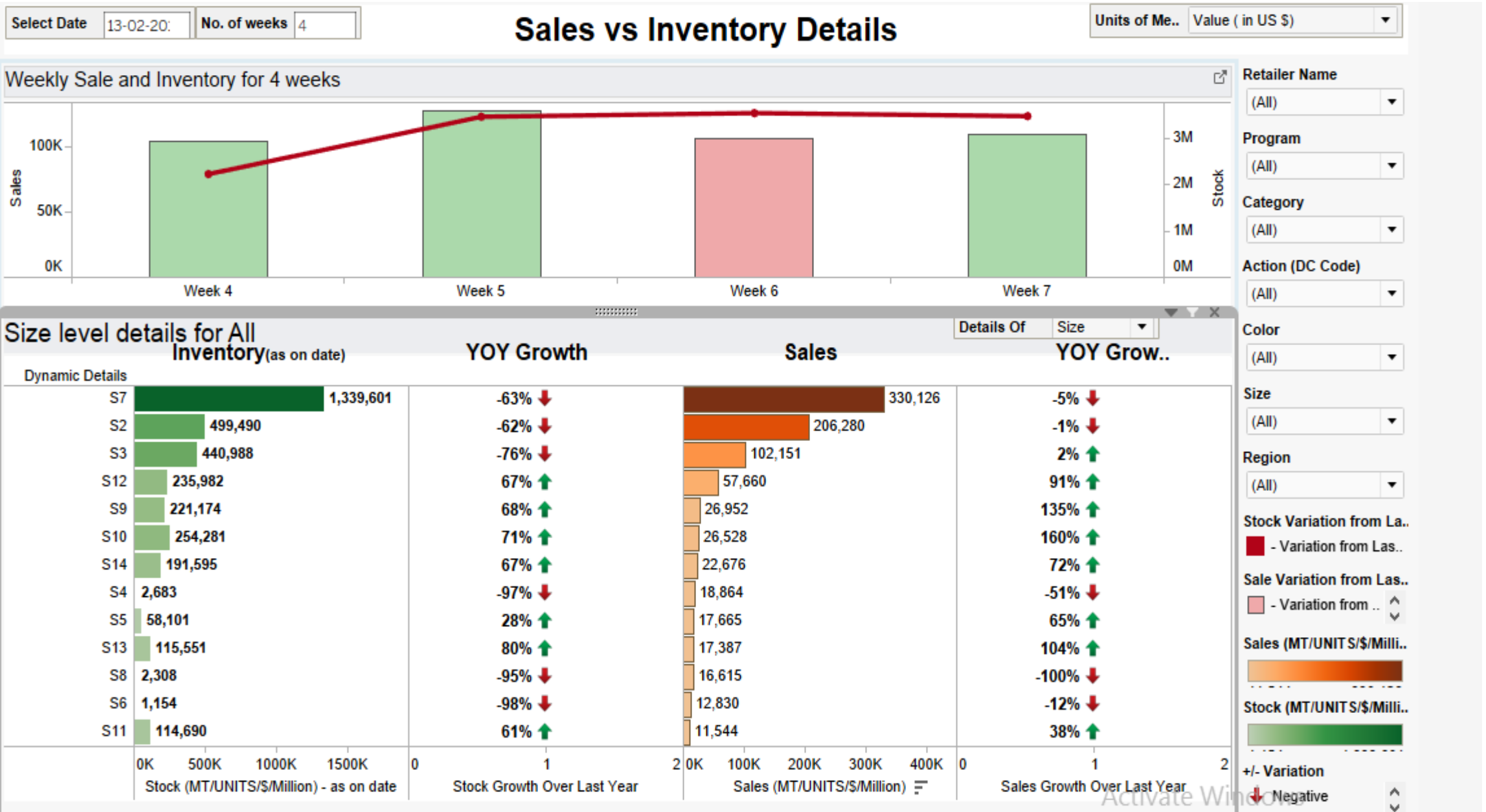
Sales vs Inventory Trend



B.Q. What is the contribution of MDQ and non MDQ across retailer ,states , program ?



B.Q. Sales and Inventory Analysis across Size , Retailer , Program



Store wise Performance Analytics

Business Questions :

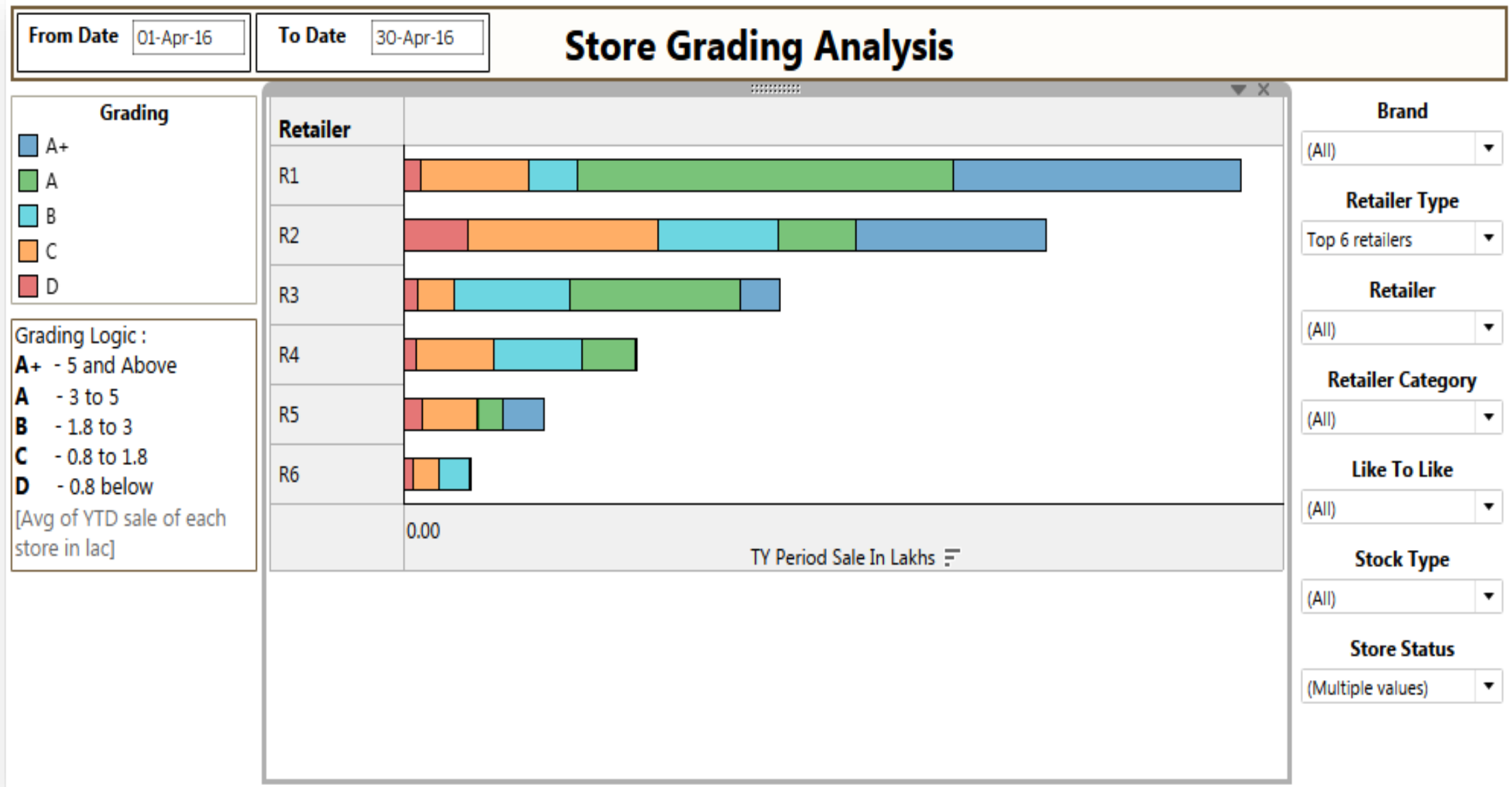
- Store sales contribution across Retailers ?
- Performance of stores w.r.t TY sale and LY sale for different Retailers?

Analysing sales in each store based on multiple dimensions – Retailer , Brand ,Category etc..

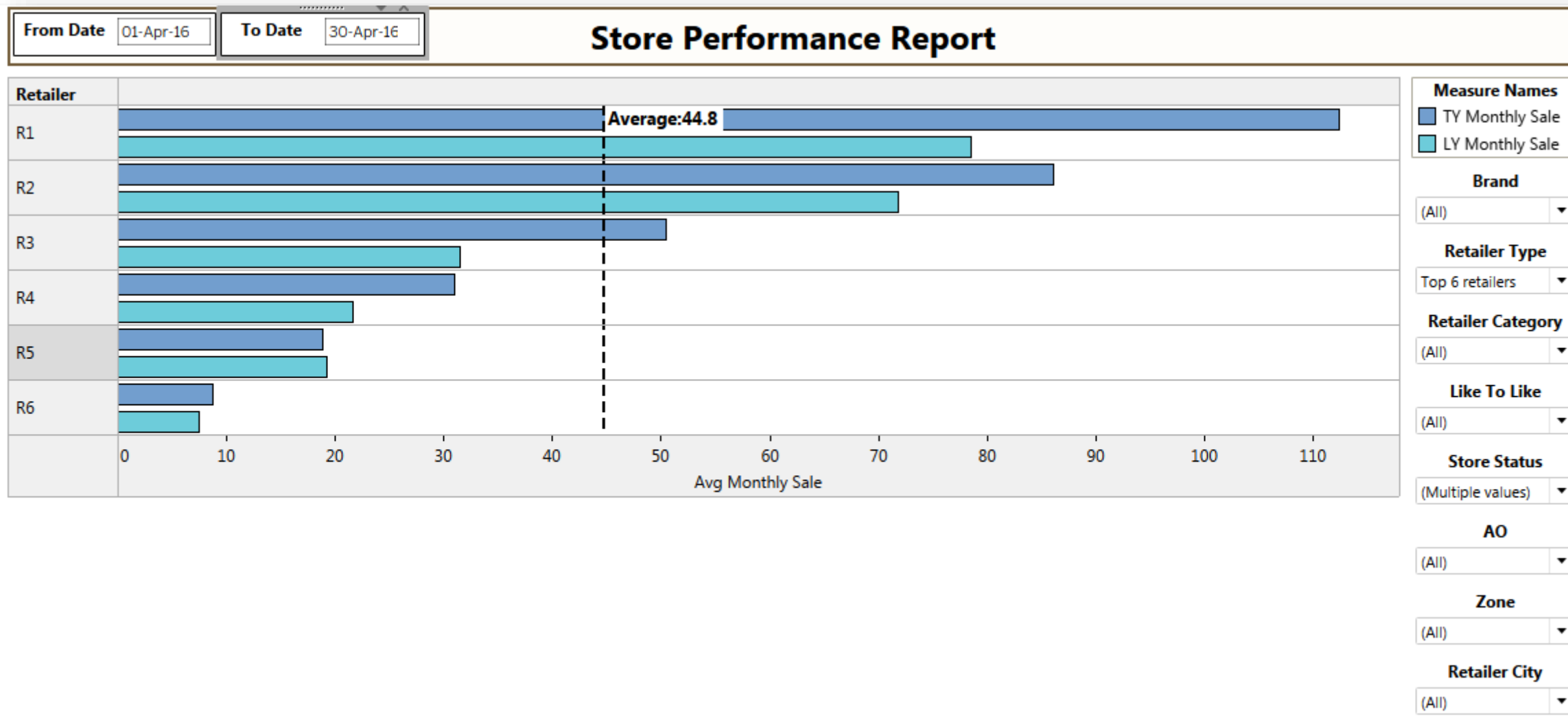
Stores Analytics

- **Segment (Store) wise Analytics**
 - Pipeline WOS Analysis
 - Markdown Analysis
 - POS Units Analysis
- **Store wise Performance Analytics**
 - Store Grading Analysis
 - Top/Bottom Performing store Analysis
 - Collection wise Analysis
 - Store wise MDQ vs Non MDQ Analysis

B. Q. Retailer wise Store Grading Analysis



Store Performance Analysis

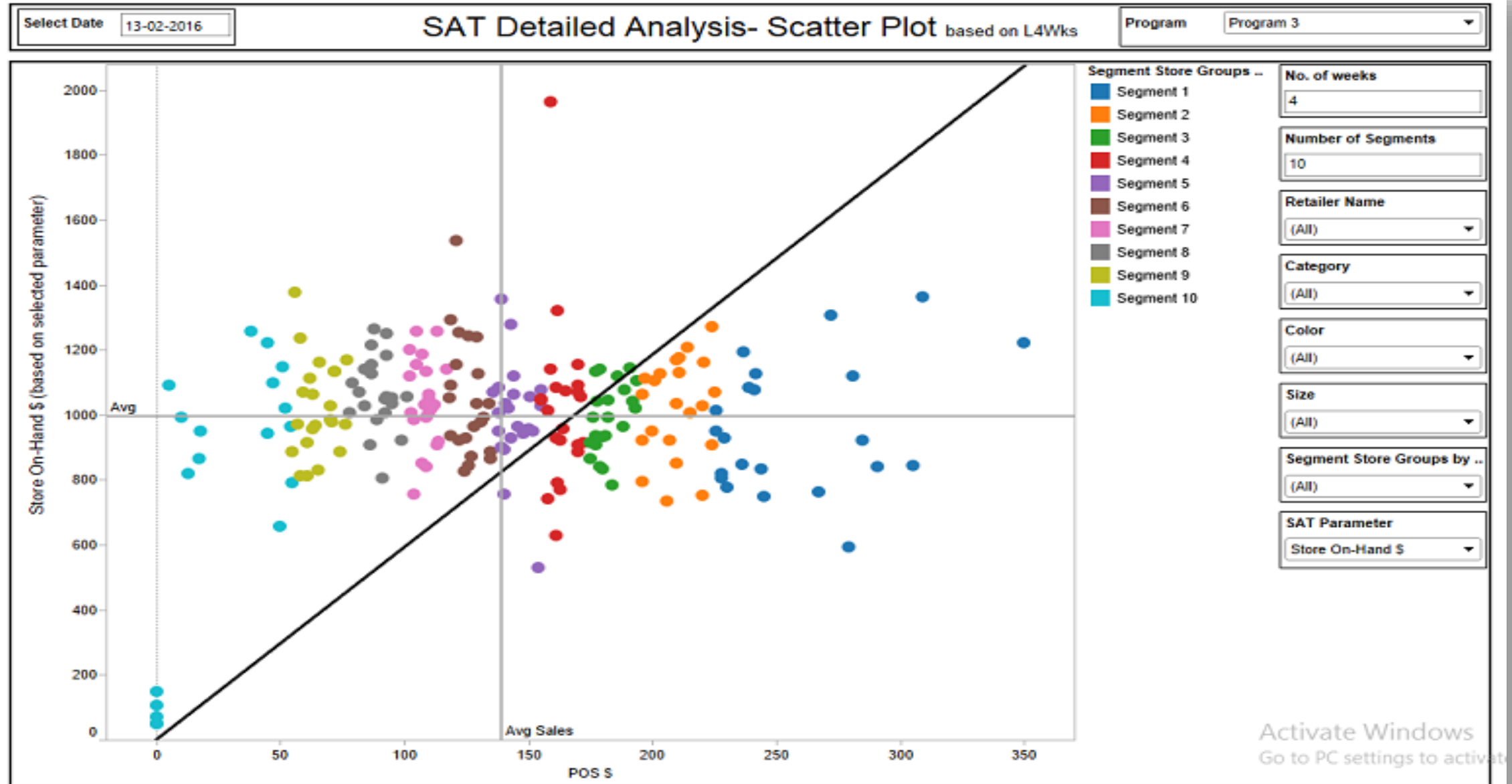


Segment (Store) wise Analytics

Business Questions:

- Store performance in terms of segments/bins ?
- How are my Sales and Inventory metrics faring at the Segment Level?
What is the % contribution of the same across segments?
- Which inventory metric is deviating from the desired target at store level disrupting the entire segment alignment?

Store Segment Analysis w.r.t Sales and Inventory



Align sales with inventory, remove/prevent excess stock at low performing/bottom segments and push it towards higher performing/top segments.

B.Q. How are my Sales and Inventory metrics faring at the Segment Level? What is the % contribution of the same across segments?

SAT Analysis based on L4 Wks (Select a single program)

Program

Program 3

Segment Store Groups by..	Store Count	POS \$	POS \$ % to Total POS \$	POS Units	Avg POS Units/Str/Wk	Ship Rtl \$	Ship Rtl % to Total Ship Rtl	Ship Units	On-Order \$	On-Order % To Total On-Order	On-Order Units	Current OH \$ (Retail)	OH \$ % to TOTAL OH %	Current OH Units
Segment 1	22	5,690	18.88%	984	11.2	1,136	26.67%	210	0		0	21,179	9.80%	3,028
Segment 2	22	4,617	15.32%	795	9.0	715	16.77%	138	0		0	22,493	10.41%	3,218
Segment 3	22	4,015	13.32%	681	7.7	621	14.58%	124	0		0	21,759	10.07%	3,111
Segment 4	22	3,599	11.94%	617	7.0	645	15.14%	124	0		0	22,509	10.41%	3,220
Segment 5	22	3,176	10.54%	557	6.3	234	5.48%	66	0		0	21,970	10.16%	3,142
Segment 6	22	2,772	9.20%	491	5.6	271	6.35%	64	0		0	23,081	10.68%	3,299
Segment 7	22	2,384	7.91%	412	4.7	402	9.43%	77	0		0	22,911	10.60%	3,279
Segment 8	22	1,960	6.50%	341	3.9	353	8.29%	66	0		0	23,547	10.89%	3,369
Segment 9	22	1,430	4.74%	266	3.0	-154	-3.61%	1	0		0	22,450	10.39%	3,215
Segment 10	19	500	1.66%	89	1.2	38	0.89%	8	0		0	14,238	6.59%	2,035

Total	217	30,143	100.00%	5,233	6	4,258	100.00%	878				216,146.58	100.00%	30,916
-------	-----	--------	---------	-------	---	-------	---------	-----	--	--	--	------------	---------	--------

Number of Segmen..

10

Retailer Name

(All)

Select Date

13-02-2016

No. of weeks

4

Category

(All)

Size

(All)

Color

(All)

B.Q. Which inventory metric is deviating from the desired target at store level disrupting the entire segment alignment?

Select Date

13-02-2016

SAT DETAILED ANALYSIS

for L4 wks

Program

Program 3

6

281

47.94

2K

ABOVE AVG

BELOW AVG

No Alert

BELOW AVG

ABOVE AVG

BELOW AV..

Segment Store Groups by POS	Stores performing (Last 'x' week..	POS \$	POS Units	Current OH Units	Current OH \$	Ship Units	Ship Rtl \$	WOS (per last 13 wks)	On-Order Units	On-Order \$	Markdown \$
Segment 1	25	350.0	56	175	1,223.25	18	128.9	40.63			0.74
	158	309.0	52	195	1,363.05	12	56.1	48.75			1.05
	220	305.0	48	121	845.79	10	74.1	32.77			0.64
	33	291.0	54	120	838.80	0	-18.9	28.89			1.60
	50	285.0	51	132	922.68	21	139.9	33.65			1.40
	146	281.0	50	160	1,118.40	0	-23.9	41.60			1.37
	179	279.0	51	85	594.15	0	-44.7	21.67			1.52
	235	272.0	46	187	1,307.13	6	32.1	52.85			1.08
	132	267.0	46	109	761.91	15	64.1	30.80			1.19
	193	245.0	41	107	747.93	3	-18.8	33.93			1.01
	260	244.0	45	119	831.81	6	14.1	34.38			1.57
	177	242.0	40	161	1,125.39	9	59.0	52.33			0.94
	44	241.0	42	154	1,078.66	12	80.0	47.67			1.27
	20	239.0	40	155	1,083.45	12	77.9	50.38			1.02
	54	237.0	38	171	1,195.29	6	41.0	58.50			0.75
	167	236.0	40	121	847.84	12	87.1	39.33			1.11
	53	230.0	41	111	777.48	6	24.0	35.20			1.39
	105	229.0	46	132	930.44	12	76.3	37.30			2.07
	181	228.0	44	117	817.83	9	37.0	34.57			1.81
	209	228.0	40	115	803.85	12	61.1	37.38			1.29
26	226.0	38	136	950.64	17	104.9	46.53			1.04	
324	226.0	35	145	1,013.55	12	84.9	53.86			0.53	
		POS \$	POS Units	Current OH Units	Current OH \$	Ship Units	Ship Rtl \$	WOS	On Order qty	On Order \$	Markdown \$

No. of weeks

4

Retailer Name

(All)

Category

(All)

Color

(All)

Size

(All)

Number of Segments

10

WOS Norm

10

Segment Store Groups by ..

(All)

Windows

No. of weeks

Retailer Name

Category

Color

Size

Number of Segments

WOS Norm

Segment Store Groups by ..

Retailer Performance Analytics

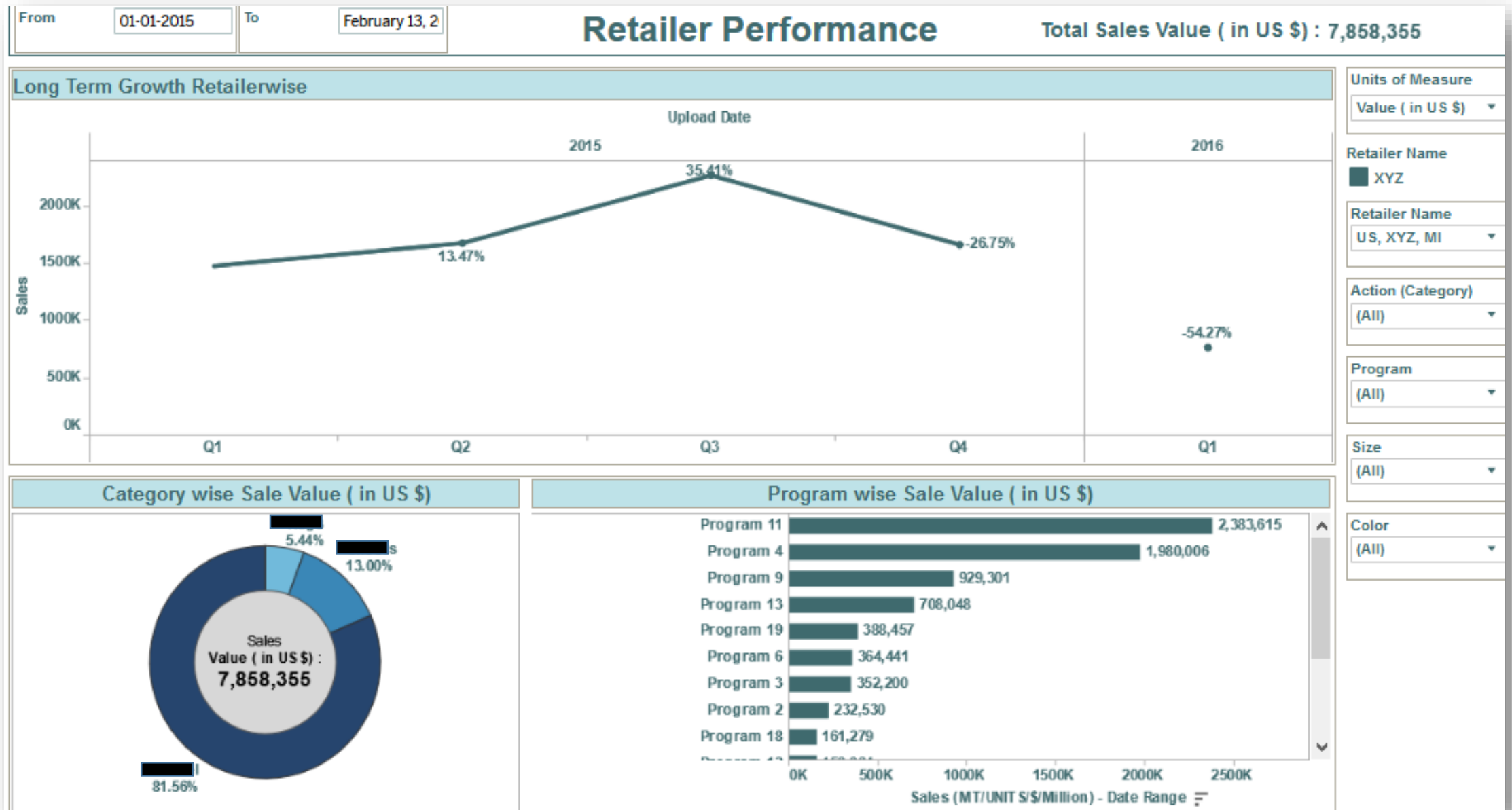
Retailer Performance Analytics

- **Retailer performance Analytics**
 - Top Performing Retailer
 - Long Term Growth Analysis

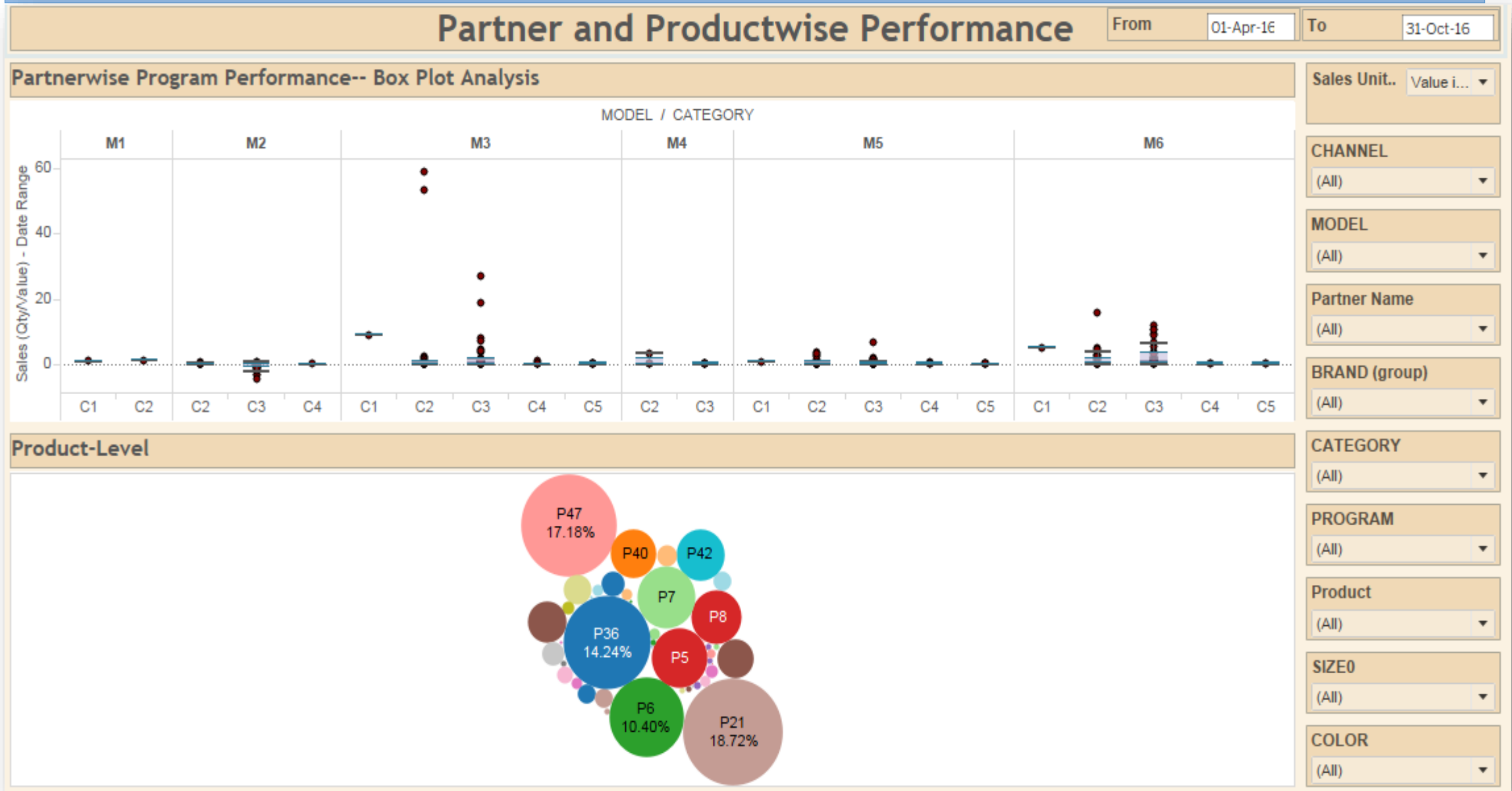
Business Question :

- Long term growth for Retailers ,Category, Program ?
- What is the Partner wise Program Performance and Product level Contribution ?

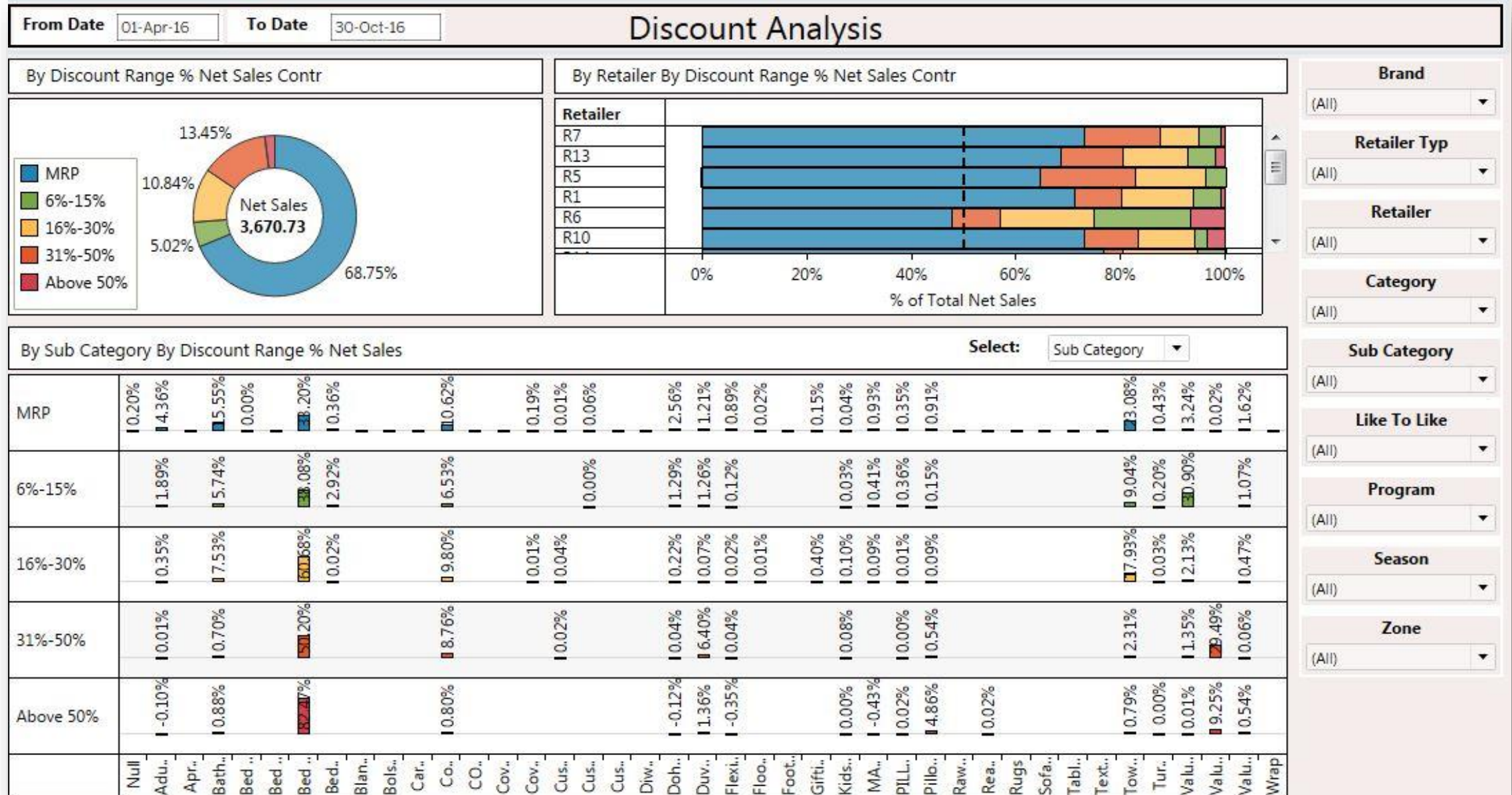
B.Q. What is the long term growth for Retailers ,Category, Program ?



B.Q. What is the Partner wise Program Performance and Product level Contribution ?



% Sales Contribution by discount range across Retailer and Sub category



Brand

(All)

Retailer Typ

(All)

Retailer

(All)

Category

(All)

Sub Category

(All)

Like To Like

(All)

Program

(All)

Season

(All)

Zone

(All)

Monitoring the sales of all the retailers
across Product category , program, etc.

Order Tracking Analytics

Order Tracking / Actionable Reports and Alerts

- **Order Tracking Analytics**

- Open Orders delivery performance Analysis
- Open Orders Ageing Analysis

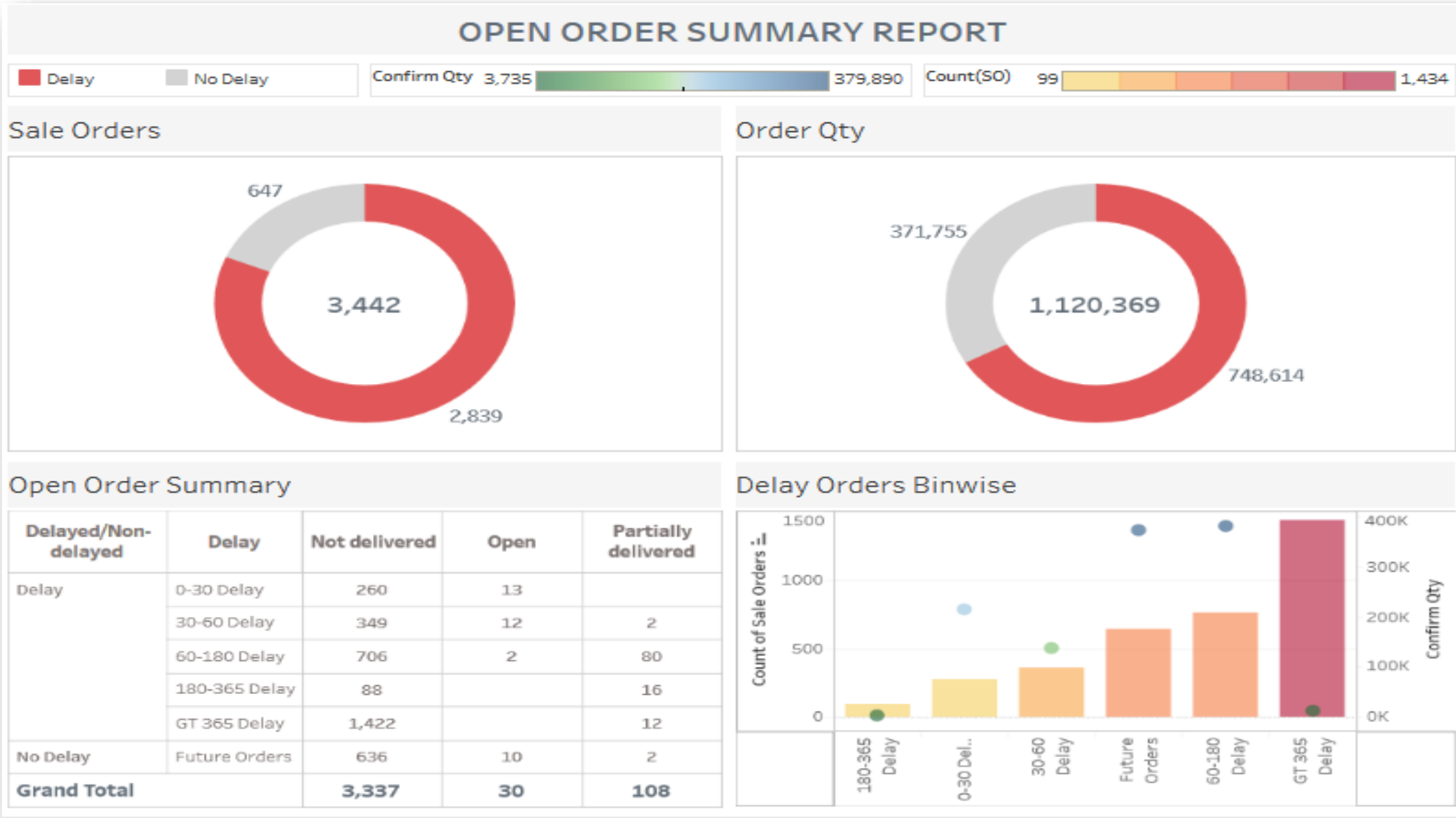
- **Actionable Reports /Alerts**

- WOS - Store/DC
- Stock Out – Store/DC
- In stock Alert
- Sales Vs Stock Analysis
- Weekly Analysis

Business Questions:

- How many Sale Orders are in delay and the age bin for the orders?
- What is the % Contribution of the delay bins , article level Order Qty and Delay across the bins for Status , Customer , Channel ?

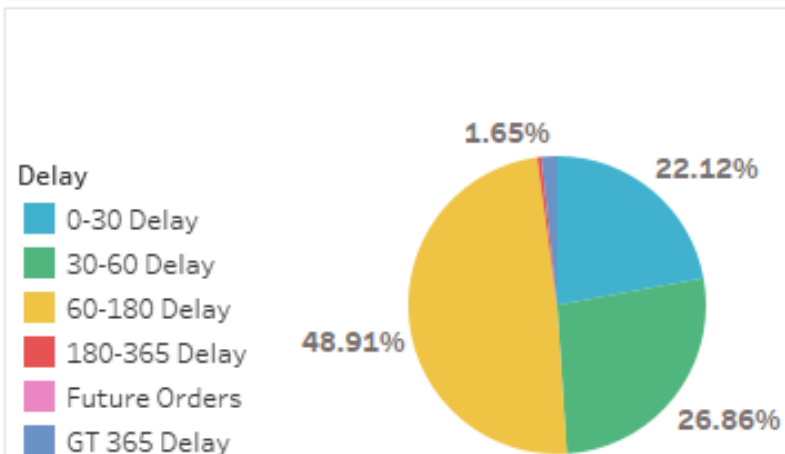
B.Q. How many Sale Orders are in delay and the age bin for the orders?



B.Q. What is the % Contribution of the delay bins , article level Order Qty and Delay across the bins for Status , Customer , Channel ?

Open Order Qty Report

% Open Order Qty (Click on the pie chart for more details)



Delayed Confirm Qty Article wise

Article	Description	
Grand Total		1,120,369
A1	AD1	23,520
A2	AD2	16,068
A3	AD3	14,976
A4	AD4	13,524
A5	AD5	12,376
A6	AD6	11,172
A7	AD7	10,584

Status wise Report

Select :

Select a Category	0-30 Delay	30-60 Delay	60-180 Delay	180-365 Delay	GT 365 Delay	Future Orders	Grand Total
Not delivered	146,057	130,573	344,723	361	12,507	288,775	922,996
Open	28,698	81,636	22,925			41,366	174,625
Partially delivered		5	18,802	3,362	541	38	22,748
Grand Total	174,755	212,214	386,450	3,723	13,048	330,179	1,120,369

Actionable Reports/Alerts

Business Questions :

- Which are the stores/DC's which have stock below the Safety stock level?
- Which are the stores which have low instock%?
- Articles having inventory < 5 units ?

B.Q. Which are the stores/DC's which have stock below the Safety stock level? Which are the stores which have low instock%?

Select Date13-02-2016

Store Instock Alert

Instock Ca..Instock% Single...Instock% ..97

Store Level Instock Alert As On 13-02-2016

Retailer Name	Program	Customer Article Code	Article	Article Description	Store Count	Store Stock OH Qty	L 13W Sales	Instock%
XYZ	Program 2	3418655	MBCK-TW-WH-05		219	191	12	64.71%
		3418652	MBCK-TW-HD-03		188	20	12	57.69%
		3418654	MBCK-TW-WH-03		187	83	20	58.25%
		3422738	MBCK-TW-HD-05		219	19	8	48.80%
		3418648	MBCK-TW-BT-03		185	26	13	49.45%
		3418631	MBCK-TW-HD-02		184	6	0	45.90%
		3418632	MBCK-TW-WH-02		183	24	0	52.17%
		3418649	MBCK-TW-BT-05		219	-6	6	41.59%
		3418656	MBCK-TW-WH-04		182	29	1	46.81%
		3418647	MBCK-TW-BT-01		177	-23	0	42.11%
		3418630	MBCK-TW-BT-02		183	-9	1	36.07%
		3418573	MBCK-TW-HD-04		182	-23	0	37.93%
		3418653	MBCK-TW-WH-01		176	-31	0	43.90%
		3418650	MBCK-TW-BT-04		182	-6	0	36.73%
		3418651	MBCK-TW-HD-01		177	13	0	35.71%
	Program 3	3644996	MBPT-TW-BT-06		193	1,139	75	0.00%
		3644995	MBPT-TW-BT-05		212	1,353	130	0.00%
		3644997	MBPT-TW-BT-02		215	1,256	141	0.00%
		3644998	MBPT-TW-BT-01		217	2,683	58	0.00%
		3644999	MBPT-TW-BT-04		212	1,163	125	0.00%
		3645000	MBPT-TW-BT-03		212	1,340	109	0.00%
		3645001	MBPT-TW-WH-06		184	1,506	54	0.00%

Retailer Name

(All)

Category

(All)

Program

(All)

Color

(All)

Size

(All)

Retailer Name

(All)

Category

(All)

Program

(All)

Color

(All)

Size

(All)

B.Q. Articles having inventory < 5 units

Stock Out Alert

Latest Updated Month of Inventory :

October, 2016

Program

(All) ▼

Article

(All) ▼

Article Description

(All) ▼

Brand

(All) ▼

Categories

(All) ▼

Quantity Range Filter

0 5

⊞

Article	Article Description	Brand	Categories	Inventory Quantity
A1	AD1	B1	C1	1
A2	AD2	B1	C1	1
A3	AD3	B1	C1	1
A4	AD4	B1	C1	1
A5	AD5	B2	C1	1
A6	AD6	B1	C1	1
A7	AD7	B2	C2	1
A8	AD8	B2	C2	1
A9	AD9	B2	C2	1
A10	AD10	B1	C2	1
A11	AD11	B1	C1	1
A12	AD12	B2	C2	1
A13	AD13	B2	C2	1
A14	AD14	B1	C2	1
A15	AD15	B1	C2	1
A16	AD16	B1	C2	1
A17	AD17	B1	C2	1
A18	AD18	B1	C2	1
A19	AD19	B1	C2	1
A20	AD20	B1	C2	1
A21	AD21	B2	C2	1

KPI Dashboard

Take stock of the long-term health of your supply chain.

Supply Chain KPI Dashboard

Units Per Transaction

▼ \$137.89 APV

Compared to \$156.99 last month

▼ 5.30 UPT

Compared to 5.46 last month

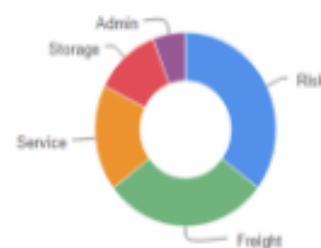
% Out of Stock Items



Inventory Turnover



Cost of Carry MTD



Activate Windows