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## Ways to Make Better Merchandising Decisions

New data and analytics capabilities help retailers learn more about their customers, assortments and operations. Deeper and actionable insights allow retailers to more easily sense change, see and use patterns and have a better view of the future ensuring they increase their relevance, grow their profitability and create enhanced shopping experiences.



### Who wants to buy me?

Know who's researching, buying and advocating for your products by applying analytics to sales and interaction data.

Better match customers and assortments by using analytics to get a complete picture of when and to whom products appeal.

### What happens if I'm out of stock?

Ever wondered why baskets change over time or between outlets? Trying to summarize and use shopping data to build unique profiles has always been a challenge.

With new ways to handle massive transactional data sets and put that insight into action, retail comprehension goes way beyond intuition.



### Should you stock more of me?

Don't just look at sales volume data — use advanced analytics to pick up the subtle signals you're probably missing.

Harness all sources of data, both internal and external, to see your products in a new light.



### Why am I selling better this year?

Quantify more than just the year on year difference. Build predictive models to what's driving variations in sales for each and every kind of customer.



### Wish I was in your shopping cart?

Traditional sales analysis is often incapable of spotting connections between products and customers, let alone between products or within categories.

Use advanced affinity analysis to find hidden relationships and deepen basket insight for every single SKU.



To learn more about Ironside's retail industry solutions, contact us today:

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