How to lead with data in the retail space

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Retail is going through big changes that are shaking the very foundations of the industry.

- Digital commerce has become an important sales and marketing channel connecting the physical, online, and mobile consumer.
- Supply chains must now be agile enough to accommodate multiple shopping channels.
- Stores are becoming key contributors in the distribution network.

In short, omni-channel retail is now the industry norm.

While omni-channel has sidelined some retailers, others have thrived using proactive strategies to get ahead of the next wave of change.

Retailers thriving in this complex new world are responding with agility to 3 major shifts in the retail landscape.

Shift #1: The Empowered Consumer

Connected, informed and, more empowered than ever, today's 'hidden consumers' use mobile and social media to compare and buy anywhere, anytime.

Shift #2: The Agile Supply Chain

Omni-channel demands an efficient forward and reverse supply chain, letting retailers ship products within hours of purchase and offer flexible returns.

Shift #3: The Changing Role of the Store

Even the role of the store is changing. Still the primary sales channel, stores are transforming into customer engagement centers and critical supply chain hubs.

How are successful retailers responding to these 3 shifts?

By becoming more connected, data-driven, and empowered.

Using visual analytics, retailers are:

Analysing data from multiple sources like POS, CRM and WMS*

Benefiting from complete visibility across channels and locations.

Giving employees mobile access to critical insight at the point of decision.

Read on to see how visual analytics help retailers respond to each of the 3 shifts.

* Point-of-sale, Customer Relationship Management, Warehouse Management System

Shift #1: The Empowered Consumer

Empowered consumers now expect to be able to research and buy anything, anywhere.

Combining phones, tablets, laptops, and visits to your store, they'll research, chat with friends, price-compare and buy on the channel (or channels) they find most convenient. If you can't provide what they want at the price they'll pay, other stores and brands will.

Successful retailers are combining clicks with bricks to make online and in-store shopping more convenient and engaging.

Click and collect will double from

35% to 76%

in the next two years by 2023

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Through analytics:

Deep customer insight is driving higher conversion rates and bigger basket sizes.

Serving the Empowered Consumer

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Data-driven retailers are using analytics to:

- Analyse transactions and interactions along the customer journey to understand individual customer preferences.

- Design personalised and location-based offers and services through deep customer insight

- Create loyal customers and drive revenues through excellent offers, service and availability

Shift #2: The Agile Supply Chain

Omni-channel retail demands agile forward supply chains that can deliver products within hours of purchase, and nimble reverse supply chains that allow flexible returns.

Providing a line of sight from order inception to fulfillment is no longer a luxury but a necessity, especially with shipping and return costs the Achilles' heel of retailers everywhere.

Successful retailers are optimizing supply chain efficiency while working to meet customer expectations.

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1-hr
SHIPPING
is Amazon's promise.
Argos ships in 4.

25%
OF SALES AT 5AM
At Walmart/Asda shelf
availability must be high
before dawn for picking
online orders for
home delivery.

3X
A DAY
Tesco uploads a fresh
weather forecast to
adjust orders.

Through analytics:

Deep supply chain insight is driving more efficient supply chains and faster fulfilment.

Achieving the Agile Supply Chain

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Data-driven retailers are using analytics to:

- Track inventory across the entire supply chain to fulfill orders quickly through any channel
- Optimise the pick, pack, and ship process to improve warehouse throughput
- Monitor shipping costs to remove unnecessary logistics spend
- Build and manage reverse logistics capabilities

Shift #3: The Changing Role of the Store

Online and mobile commerce are growing. But they haven't caught up to retail's sales engine: the store. While the demise of bricks-and-mortar retail was predicted for many years, the store's future looks bright for those willing to adapt.

Successful retailers are transforming stores into critical supply chain hubs to fulfil omni-channel demand, and leveraging high in-store conversion rates by:

• Up-selling click-and-collect shoppers
• Engaging loyal customers
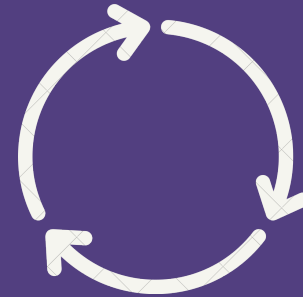• Converting show-roomers

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2%
Average
e-commerce
conversion rate

30%
Average in-store
conversion rate

300%
Transaction values
increase for retailers
that combine channels
through click-and-collect

as of 2021

Through analytics:

Insight gained from in-store shopping technologies is driving improved customer engagement and store performance.

Changing the Role of Your Store

Data-driven retailers are using analytics to:

- Deepen insights gained from cutting-edge in-store shopping technologies like mobile beacons, sensors and cameras
- Analyse purchase patterns, traffic and dwell times to engage and serve customers, while in-store and better manage employee resources
- Increase visibility across inventory to transform stores into critical supply chain hubs, and connect inventory with the best fulfillment option

Retailers Achieving Results with Tahola

"There's no doubt that the Tahola system has delivered on what it promised. We have been able to exploit the differences between individual stores because we have better information faster. It has become an essential tool for running the business and it's been an extremely good investment for us."

Ken Reeve, Buying Director, Cotswold Outdoor

About Tahola

At Tahola we are data experts and value building strong partnerships with our customers guiding them on their data journey and supporting their business needs and objectives. With over 20-years' experience in Business Analytics, we are experts in data warehousing, dashboarding, business analytics and planning solutions. We have expertise across various industry sectors, and knowledge of many products and platforms including Qlik, IBM Cognos & Planning Analytics, Microsoft SQL Server, Azure and Power BI, meaning we can support your data aspirations and digital transformation journey.

Want to know more about Tahola's solutions for retail? Contact us: enquiries@tahola.com | 01442 211122.