



# Category Analysis

## Accelerate your ROI with category analysis

The demanding, time-consuming process of planogram analysis and development can present significant challenges for the retail supplier teams working with today's large retailers. From the explosion of store-specific planograms to ever-increasing micro-marketing strategies, formulating insights and preparing effective planogram recommendations is next to impossible without timely visibility into critical data and the ability to turn it into meaningful shelf-level information. The results often fail to draw purposeful conclusions and can present disconnected or shortsighted data views.

It's a daunting task with the limited technology most suppliers have today. Many suppliers would agree that they spend an inordinate amount of time collecting and preparing data in non-scalable database and spreadsheet applications to help make these decisions. Analysts must painstakingly organize their planograms and load retail point-of-sale (POS) information into the planograms before they can even start the visual merchandising process and space allocation decisions that are required. Manufacturers and vendors need specialized capabilities to help them quickly and efficiently gain accurate insight into consumer and store category performance while eliminating much of these administrative planning activities.

Blue Yonder's category analysis offers an easy-to-use planogram-centric set of capabilities that make sophisticated category intelligence accessible to all users, regardless of their technical expertise. Especially valuable to companies in a category captain role,

## Real results

Reduce out-of-stock rate up to

**20%**

Increased efficiency by

**50%**

Revenue lift up to

**2%**

category analysis provides retail supplier teams with a robust platform for planogram creation, updating and analysis with integration into retailer POS data, as well as space and performance information. As a result, the solution drives better decisions with faster execution and greater insight.

## Why go at it alone? Rely on Blue Yonder, the industry leader

At Blue Yonder, we're fearless leaders. We're the leading provider of end-to-end, integrated retail and supply chain planning and execution capabilities for more than 4,000 customers worldwide. Our unique capabilities empower our clients to achieve more by optimizing costs, increasing revenue and reducing time to value so they can always deliver on their customer promises.

Category analysis is tailor-made to fit the space planning process of the largest global retailers. This industry-proven set of capabilities manages planograms, products, stores and store clusters in a powerful analytical data engine. Now, enterprises can efficiently open up key space information to analysis and reporting that was once saved in flat files on network drives.

Furthermore, you can protect Blue Yonder investment and increase business agility by having our experts manage, monitor and maintain your applications. Blue Yonder cloud services reduces your implementation time and risk while enabling you to quickly and easily deploy new capabilities to keep pace with your changing business needs. With your platform running in the cloud and upgrades included in your service, you will benefit from capabilities that are optimized for your specific business requirements to help ensure that you achieve and sustain a long-term return on your investment.

## Category analysis capabilities within easy reach

Category analysis capabilities can quickly integrate and analyze retailer POS data in association with planograms, providing the schema to build up and track historical data provided by your retail accounts but can also consider other material information, including forecast data, market data and space data. With the ability to pull together spatial, forecast and historical data into one location for powerful "slice-and-dice" reporting and analysis, you will benefit from agile, data-driven decision making across your categories to drive growth.

Utilizing category analysis, you gain the ability to conduct deep consumer-based category analysis coupled with an infrastructure that enables execution in accelerated time windows, enabling you to analyze the performance of millions of SKU/location/attribute combinations to identify trends in shopping behaviors. You will also be able to understand the shopper purchase behavior within a specific store or store-group cluster. Category analysis allows you to execute assortment and space recommendations that optimally balance gathered consumer insights with the operational cost constraints inherent in deploying a micro-merchandising strategy to the shelf.

Improve your data analysis productivity with options for displaying multiple measures, such as gross profit, unit sales or quantity, or for displaying relationships between planograms and stores, clusters or products.

Create greater consistency with category analysis using standardized reports and filters to measure against key performance indicators (KPI). Teams will be able to identify key factors, including: highest-performing stores and clusters, most productive space plans and distribution methods supplying the shelf and corresponding performance impacts.



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