



SALIENT®  
for Retailers

---

Driving Retail Growth



## TABLE OF CONTENTS

---

Introduction to the Retail Industry	3
Tailored Templates for CPG Retailers	4
Real-World Use Cases	6
Pricing Effectiveness and Analysis	7
Elasticity of Demand and TPR	8
Optimizing Assortments to Lift Overall Basket Size	9
Market Category Benchmarking	10
Omni-Channel Tracking	11
Identify Voids and Opportunities on Top Selling Items	12
Inflation and Fluctuation Impacts Analysis	13
Out-of-Stock Analysis	14
Shopper Segmentation and Insights	15
Forecasts and Budgets vs. Actuals	16
Analysis-as-a-Service	17
The <b>Salient</b> Platform	18



# Unlocking Your Businesses Potential with Salient® Retail

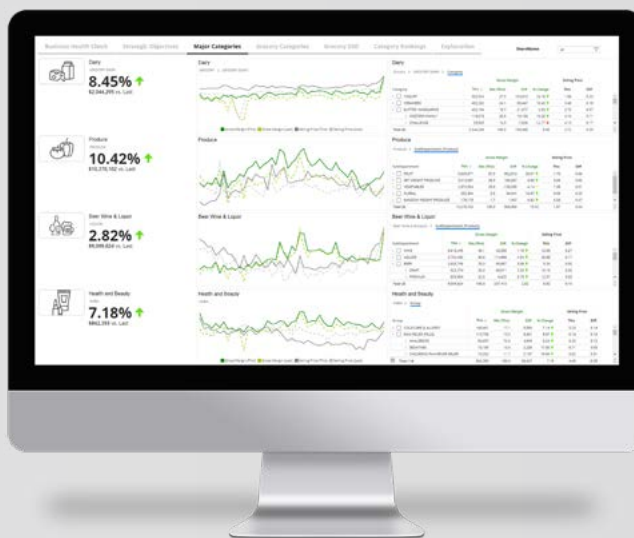
**Salient** understands CPG chain store retailers' unique challenges. That's why we offer a comprehensive Retail solution specifically designed to address leadership, category managers, store-level managers, and operations' needs. Our solution harnesses your point of sale (POS) information, cost tables, traffic data, e-commerce insights, labor metrics, and more, all within an intuitive analytical application.

## Why Choose Salient Retail?

Unlike generic industry reporting tools, **Salient** Retail goes beyond the basics. We seamlessly integrate consumer goods retail analytics into our software, providing you with actionable and insightful analyses that drive growth. In addition, our easy-to-use starting points enable managers to quickly measure and optimize aspects of their retail operations, including:

- Category Rankings and Overviews
- Assortment Optimization
- Private Label Growth and Market Share
- Voids and Placement Opportunities
- Planogram Compliance and Optimization
- Same Store Sales Gains and Losses
- New Product Execution & Market Adoption
- Shopper Segments Analysis
- Store-Level Performance Benchmarking
- P&L Analysis by Store, Department, and Category

See the list below for our comprehensive range of templates.



Leading CPG retailers have chosen Salient over generic reporting tools for actionable insights.

# Built for the Industry

## Salient Pre-Packaged Analyses and Templates for Retail

Salient's dedicated team of business analysts trained in Category Management brings industry best practices to retailers. Our software development and analytical templates help them easily grasp and evaluate growth opportunities.

Our templates also foster effective collaboration with suppliers. By working together, retailers can ensure healthy sales, distribution growth, and continuous improvement in supply chain performance.

### Constant Development, Empowering Category Managers:

We continually enhance our tools and capabilities to empower Category Managers. Leveraging the skills developed through best practices and guided by standards defined by the Category Management Association and CMKG\*, our solutions serve as a foundation for success. We enable informed decision-making by delivering comprehensive insights into price, promotion, store, and SKU-level sales detail. This provides the precise data you need when you need it.

Let us help you unlock your growth potential and achieve retail success.

## Template Areas and Topics

### Category Management

- Category Rankings/Overviews
- Assortment Optimization
- Market Benchmarks
- Private Label Growth and Share
- Voids and Placement Opportunities
- Planogram Compliance and Optimization
- DSD, Fresh, Center Store
- Omni Channel Comparison
- Affinity Analysis
- Category Role
- Consumer Adoption
- Pricing Effectiveness
- Product Segmentations
- Sales and Profit Per Selling Space

\*Category Management Knowledge Group (CMKG)



## Template Areas and Topics, cont.

### Supply Chain

- Supplier and Store Collaboration Portals
- On-Time and In Full
- Alerting for Overstock and At-Risk
- Purchasing and Receipts
- Inventory Adjustments
- Warehouse Purchasing and Withdrawals
- Out-of-Stock and Sub Impact on Customer
- Vendor and Warehouse Fill Rate Comparison
- Supplier Benchmarking

### Store Operations

- Peer Group Benchmarking
- Purchasing and Receipts
- Cashier Voids, Overrides, Over/Shorts
- Payroll Analysis, Labor vs. Sales
- Shrink and Waste Management
- Value-Added Product Management
- Operating Costs and Budgets
- Sales Gains and Losses

### Finance

- P&L by Company, Store, Category, Vendor
- Sales and Margin Variance Analysis
- Budgets and Forecasting
- Accrual Tracking
- Comp and New Store Sales and Trends

### Advertising and Merchandising

- Shopper Segmentation and Insights
- Complex Coupons and Deals
- Promotion and Deal Optimization
- Loyalty Program Effectiveness



## Defining Exception Criteria



Our business analysts carefully review your data and establish exception criteria for common industry scenarios. This ensures that our system is pre-defined and pre-checked to identify and address potential issues accurately.

During setup, we provide adjustments based on your specific business rules. This customization ensures the system perfectly aligns with your unique requirements and objectives.

### Addressing Key Areas of Focus

We cover various critical aspects, including:

- Voids and Out of Stocks
- Missed Placement Opportunities
- Inventory Overs and Shorts
- At-Risk Inventory
- Under-performing Products
- Accruals and Deal Spend Tracking

# Supplier and Store Collaboration Portals

Secure portals allow you to collaborate with your suppliers on Inventory and Category Management issues. Suppliers can gain visibility to measure revenue opportunities, assess impacts of out-of-stocks, and identify consistently underperforming products in Fill Rates.

Vendor	Description	Department	Purchasing Order Qty	Purchasing Received Qty	Vendor Fill Rate %
CONAGRA GROCERY PRODUCTS			73,070	70,650	96.69
384131			3,019	2,802	92.81
401385			3,011	2,606	86.55
397843			2,983	2,964	99.36
431547			2,960	2,681	90.57
141044	P PAN SMPLY GRND PNT BTTR	GROCERY	126	126	100.00
236547	ANDY CAPP'S HOT FRIES	GROCERY	117	117	100.00
154260	HUNTS MANWICH SAUCE	GROCERY	108	108	100.00
141069	P PAN SMPLY GR HNY RST PB	GROCERY	90	0	0.00
182220	HUNTS TOMATO SAUCE	GROCERY	88	88	100.00
182246	HUNTS TOMATO SAUCE	GROCERY	88	88	100.00
181503	HUNTS ANGELA MIA CRSH TOM	GROCERY	88	88	100.00
192120	LACHOY CHOW MEIN NOODLES	GROCERY	80	80	100.00
140202	P PAN PEANUT BUTTER SMOOTH	GROCERY	80	16	20.00
Total (1)			73,070	70,650	96.69

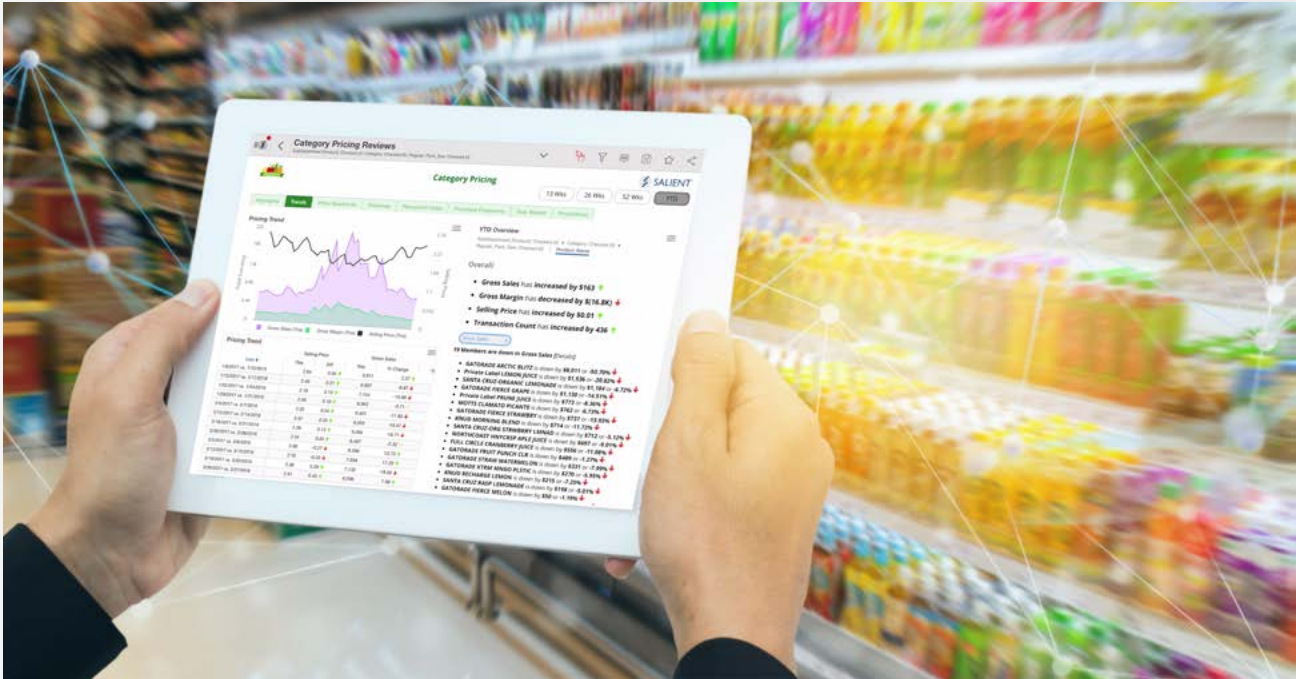
2 Warehouse Lost Revenue 8,791.59

Item	Sub-Category	Category	Item Description	UPC Case	Purchasing Received Qty	Purchasing Order Qty	Vendor Fill Rate %	Warehouse Order Qty	Warehouse Cases Shipped	Warehouse Fill Rate %	OOS Days	OOS Event Count	OOS Customer Impact	Warehouse Lost Revenue
140061	PEANUT BUTTER SMOOTH	JELLY PRESERVES HONEY	140061 P PAN PEANUT BUTTER SMOOTH	10045300005499	2,655	2,895	91.71	1,960	1,640	83.67	26	1	176	8,791.59
140368	PEANUT BUTTER SMOOTH	JELLY PRESERVES HONEY	140368 PETER PAN ALL NTRL HNY RS	10045300005383	420	570	73.68	264	64	24.28	52	1	114	5,834.00
237347	POPCORN	CANDY AND GUM	237347 ORV RED CHEDDAR CH PCORN	100270004858940	105	105	100.00	129	41	31.78	30	3	42	2,717.65
182881	SPAGHETTI SAUCE	CAN SOUPS AND BEANS	182881 HUNTS SPAG SAUCE TRAD	10027000500061	1,568	1,568	100.00	1,458	1,248	85.60	1	1	6	2,621.11
141044	PEANUT BUTTER SMOOTH	JELLY PRESERVES HONEY	141044 P PAN SMPLY GRND PNT BTTR	100453006980280	252	468	53.63	230	59	25.63	41	1	69	2,580.56
141069	PEANUT BUTTER SMOOTH	JELLY PRESERVES HONEY	141069 P PAN SMPLY GR HNY RST PB	100453006980110	144	306	47.06	189	46	24.35	50	1	78	2,152.40
237107	POPCORN	CANDY AND GUM	237107 ORV NAT PCRN SIMPLY SALTD	10027000372347	63	63	100.00	77	27	35.00	34	2	47	1,535.94
237305	POPCORN	CANDY AND GUM	237305 ORVILLE RED BUTTER 3PK	10027000490300	63	63	100.00	138	108	78.26	13	0	24	868.86
344945	COCOA - COCOA MIXES	NON PREPARED BEVERAGE	344945 SWISS MISS MLK CHC/MARSH	100709204743490	135	195	69.23	144	94	65.28	16	1	33	850.24
182188	SPAGHETTI SAUCE	CAN SOUPS AND BEANS	182188 HUNTS SPAG SCE GAR/HERB	10027000500115	672	672	100.00	712	645	90.59	4	1	18	833.89
092908	MEAT SNACKS	COOKIES	092908 SLIM JIM MONSTER	000262001406120	204	204	100.00	168	147	87.50	14	2	25	589.48
188847	CHINESE FOOD	CAN VEGETABLES	188847 LACHOY WATER CHESNTS WHL	10044500123935	205	253	81.03	154	100	64.98	10	1	19	513.89

- 1 Drill into vendors and identify which products are not meeting demand.
- 2 Gain insights into the true revenue impacts of out-of-stocks down to the SKU level.
- 3 Analyze vendor data to identify products that are not meeting demand.
- 4 The Fill Rate % of this Purchase Order is concerning. You can investigate which SKUs are falling short.
- 5 90 Units of Peter Pan Honey Roasted Peanut Butter were ordered, but none was received.
- 6 Although this item is also peanut butter, the full order was not received. The vendor needs to be promptly contacted to arrange a substitution.

# Use Case 1

## Pricing Effectiveness and Analysis



Salient offers a wide range of pre-set insights to measure the effectiveness of your pricing strategy and evaluate its alignment with your objectives. Our industry experts have developed prepackaged best practice templates in the following areas:

- Promotions and Price Analysis
- Pricing Ranges and Outliers
- Price Change Impact and Elasticity
- Sales and Margin Variances Impacted by Price Changes
- Competitor Price Comparisons

With our tools, you can determine the effectiveness of your pricing strategies by analyzing category and item trends. Compare and measure results across multiple pricing events and closely monitor sales, margins, and prices over any selected period.

# Use Case 2

## Elasticity of Demand and Temporary Price Reduction

- 1 Focus on a margin-driving product - in this case, a poultry supplier.
- 2 Highlight specific timeframes and use annotations directly on the trend charts to call out pricing events and provide context on causes and results.
- 3 Generate automated descriptions of findings and enable business analysts to provide write-ups of their own findings, along with annotations directly in charting.



- 3 **Automated Summary of Findings:**
  - Sales are up for this product by 7% year-over-year. The category overall is up by 5% against last year.
  - “County Post Chicken Leg Quarters” has had three price increases since the last week of March, with the overall price raised from approx. \$5.80 to \$7.60.
  - The price point has stayed below \$6.00 for a 10-month strength from August of last year until June of this year.
  - Gross Margin is up by almost 50% against last year.

### Example Net Findings:

A steady EDLP shows much greater potential for driving both volume and profit vs. the high-low pricing of the prior year. Although the current

price point of \$7.58 is dragging down total margins due to dips in volume.

### Business Review Suggestions:

Current margins are thin for this product, yet we recommend continuing with an EDLP. We suggest a price decrease of \$1.00 for further improvement, bringing the price point down to around \$6.60. An extended timeframe at this price point is worth testing to help boost sales numbers which may have a greater sustaining positive impact on margin as a result compared to the current price range.



# Use Case 3

## Optimizing Assortments to Lift Overall Basket Size

In this analysis, you can evaluate SKUs to identify the key growth drivers in average overall basket sizes (calculated as the average transaction total dollar amount when the item is present in the basket).

- 1 The **Bread/Pastry Category** features several items that significantly contribute to the overall increase in basket size.
- 2 Notably, **Oroweat Potato Bread, Dave's Killer Bread, and Sun-Maid Raisin Bread** exhibit average basket sizes surpassing the category's average of \$72.58.
- 3 While some items fall below the category's average basket size, a few significantly lower ones negatively impact the category's performance. The category manager can consider excluding or substituting items like **Big Horn Whole Wheat (\$49.28)** and **Franz Honey Oat & Nut Bread (\$52.25)** to address this.

StoreName: Checked (2) | Group

Average Basket Sizes when Category or SKU is Present in the Basket

Group	Gross Sales			Avg. Overall Basket Size with Item			Units			Units per Transaction			Selling Price		
	This	Diff	% Change	This	Diff	% Change	This	Diff	% Change	This	Last	Diff	This	Last	Diff
> B/D HMR/SANDWICHES	664,617	-9,025	-1.34	28.67	0.97	3.52	105,358	-1,432	-1.34	1.4	1.4	0.0	6.31	6.31	0.00
> M/D BEEF	552,928	34,711	6.70	72.81	0.45	0.62	77,833	3,362	4.51	2.1	2.1	0.0	7.10	6.96	0.15
> LIQUOR	542,188	69,973	14.82	59.92	-0.60	-1.00	22,615	3,140	16.12	1.1	1.1	0.0	23.97	24.25	-0.27
> PRODUCE FRUIT	520,768	623	0.12	91.26	1.75	1.95	245,041	-7,896	-3.12	2.4	2.5	-0.1	2.13	2.06	0.07
> PRODUCE VEGETABLES	424,899	-27,890	-6.15	120.47	-0.21	-0.17	232,715	6,506	2.88	2.4	2.3	0.0	1.83	2.00	-0.18
> FROZEN FOOD-GROCERY	421,724	49,168	13.20	88.76	-4.20	-4.52	115,479	13,822	13.60	2.0	2.0	0.0	3.65	3.66	-0.01
▼ BREAD/PASTRY	389,486	15,040	4.02	72.58	0.04	0.05	95,110	2,749	2.98	1.4	1.4	0.0	4.10	4.05	0.04
▼ WIDEPAN / SPECIALTY BREAD	108,895	8,284	8.23	69.11	-1.50	-2.12	20,657	1,567	8.21	1.1	1.2	0.0	5.27	5.27	0.00
> OROWEAT 100% WHOLE WHEAT	10,384	749	7.77	67.25	0.14	0.22	2,081	150	7.77	1.1	1.1	0.0	4.99	4.99	0.00
> SAN JUAN 9 GRAIN BREAD	9,735	489	5.29	56.43	1.64	3.00	1,951	98	5.29	1.1	1.1	0.0	4.99	4.99	0.00
> MCK FARMS BTRMILK BREAD*C*	8,728	679	8.43	57.59	0.06	0.11	1,749	136	8.43	1.1	1.1	0.0	4.99	4.99	0.00
> OROWEAT BUTTERMILK BREAD	7,290	918	14.41	67.93	-7.05	-9.40	1,461	184	14.41	1.1	1.1	0.0	4.99	4.99	0.00
> OROWEAT POTATO BREAD	5,719	160	2.87	74.08	3.04	4.28	1,146	32	2.87	1.1	1.1	0.0	4.99	4.99	0.00
> OROWEAT OATNUT BREAD	5,040	-70	-1.37	60.57	-0.55	-12.93	1,010	-14	-1.37	1.1	1.1	0.0	4.99	4.99	0.00
> BIG HORN 100% WW	4,192	2,630	68.37	49.28	-11.17	-18.41									
> DAVE KILLER BRD THIN 21 GRN*C*	3,739	104	2.86	80.94	1.17	1.46									
> FRANZ ORG GREAT SEED BREAD	3,386	279	8.97	68.88	2.17	3.26									
> FRANZ HNY OAT & NUT BREAD	3,343	1,223	57.65	52.25	1.25	2.46									
> DAVES KILLER BREAD 21 WHLE GRN	3,157	33	1.06	69.31	-6.25	-8.27									
> FRANZ 7GRN GLUTEN FREE BRD*C*	2,950	-867	-22.71	65.66	0.37	0.57									
> OROWEAT COUNTRY WHITE	2,909	10	0.34	71.23	-0.06	-0.09									
> FRANZ WHITE GLUTEN FREE BREAD	2,880	112	4.04	66.36	6.28	10.45									
> FRANZ ORG TWENTY FOUR BREAD	2,288	-647	-22.04	66.60	-2.41	-3.49									
> DAVES KILLER BREAD GOOD SEED	2,264	-614	-21.34	71.12	-0.27	-0.38									
> SUNMAID RAISIN BREAD	2,161	-324	-13.05	84.02	1.97	2.40									
Avg (95)	155,855	7,693	5.19												
Total (95)	14,806,247	730,821	5.19	294.66	8.26	2.80									

# Use Case 4

## Market Category Benchmarking

Benchmarking a retailer's performance against the market allows them to identify areas where they may fall short of their peers. This insight assists retailers in pinpointing specific areas for improvement and making necessary changes to their strategy. These changes may include adjusting the product mix, pricing, or promotions to remain competitive.

Benchmarks also help retailers set realistic performance goals. Understanding the market average for a specific category enables retailers to establish achievable targets and track their progress toward

them. This approach helps retailers focus on attainable goals and avoid unrealistic expectations that could harm their business.

Additionally, benchmarking performance across different store locations or competitor markets helps retailers identify market trends and customer preferences in various regions. Retailers can then tailor their product offerings and marketing strategies to better meet customers' needs in specific regions, driving revenue and profit growth.

- 1 In **Beverages**, we are lagging at 4% growth when the category grew at 11%.
- 2 But in the **Frozen Food** category, our growth rate of about 15% is equal to the market rate.

- 1
- 2

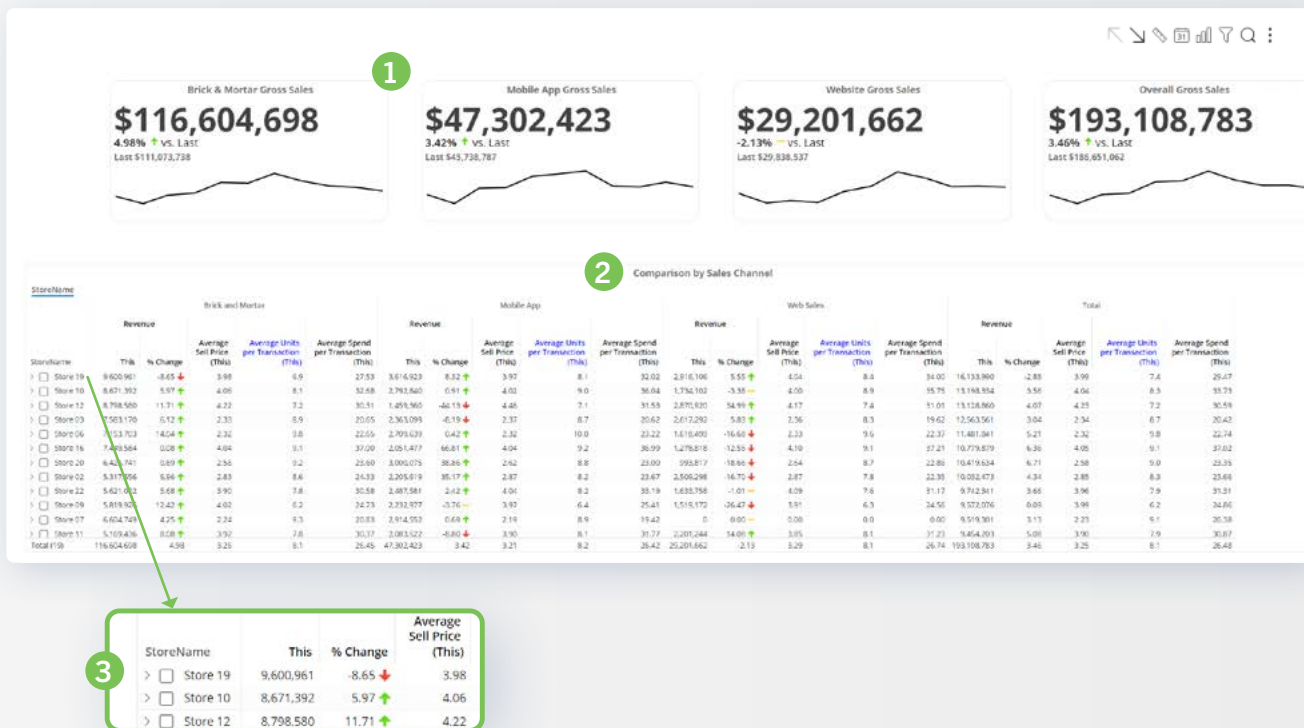
Market Benchmarks vs. Retailer													
Group	Market					Market & Competitiveness				Retailer			
	Sales	Sales Diff	% Change	Market Share	Market Share Diff	Sales	Sales Diff	% Change	Share of Sales within Retailer	Retailer's Sales Share Diff	Retailer's Share of Market	Share of Market Diff	
Totals	\$17,547,674	\$992,878	6.00%	100.00%	0.00	\$1,294,048	\$16,451	1.29%	100.00%	0.00	7.4%	-0.3	
DAIRY AND DELI	\$5,074,171	\$209,034	4.30%	28.92%	-0.47	\$357,107	\$4,076	1.15%	27.00%	-0.04	7.0%	-0.2	
BEVERAGES	\$3,711,823	\$367,887	11.00%	21.15%	0.95	\$302,449	\$13,645	4.72%	23.37%	0.77	8.1%	-0.5	
PRODUCE FRUIT	\$1,493,393	\$-58,199	-3.75%	8.51%	-0.86	\$95,551	\$-9,774	-9.28%	7.38%	-0.86	6.4%	-0.4	
BREAD/PASTRY	\$1,484,959	\$113,473	8.27%	8.46%	0.18	\$120,617	\$7,661	6.78%	9.32%	0.48	8.1%	-0.1	
FROZEN FOOD-GROCERY	\$1,356,570	\$184,881	15.78%	7.73%	0.85	\$93,832	\$11,894	14.52%	7.25%	0.84	6.9%	-0.1	
DINNERS/ENTREES	\$465,303	\$25,200	5.73%	2.65%	-0.01	\$29,190	\$745	2.62%	2.20%	0.03	6.3%	-0.2	
PIZZA	\$300,744	\$14,074	4.91%	1.71%	-0.02	\$20,513	\$3,001	17.13%	1.59%	0.21	6.8%	0.7	
ICE	\$255,279	\$103,026	67.67%	1.43%	0.54	\$19,393	\$4,553	30.68%	1.50%	0.34	7.6%	-2.7	
DESSERTS	\$168,882	\$31,419	23.19%	0.95%	0.13	\$14,080	\$3,123	28.51%	1.09%	0.23	8.4%	0.3	
PROTEIN	\$131,735	\$1,080	0.83%	0.75%	-0.04	\$7,091	\$-320	-4.40%	0.55%	-0.03	5.4%	-0.3	
VEGETABLES	\$96,628	\$10,082	10.78%	0.21%	0.05	\$3,565	\$798	28.83%	0.28%	0.06	9.7%	-0.7	
Category - 6 of 6													
CHIPS / RTE POPCORN	\$1,153,563	\$87,277	8.19%	6.57%	0.13	\$91,367	\$4,406	5.07%	7.06%	0.25	7.9%	-0.2	
PRODUCE PACKAGE/SUPPLY	\$1,068,539	\$85,247	8.07%	6.09%	0.15	\$68,884	\$2,110	3.16%	5.32%	0.10	6.4%	-0.3	
PRODUCE VEGETABLES	\$969,108	\$-94,624	-9.90%	5.52%	-0.90	\$72,715	\$-16,736	-18.71%	5.62%	-1.38	7.5%	-0.9	
BAKING PRODUCTS	\$486,773	\$33,450	7.38%	2.77%	0.04	\$32,574	\$166	0.51%	2.52%	-0.02	6.7%	-0.5	
R/D MEATS	\$438,003	\$35,383	8.79%	2.50%	0.06	\$36,848	\$-661	-1.76%	2.85%	-0.09	8.4%	-0.9	
CONDIMENTS	\$310,772	\$29,069	10.32%	1.77%	0.07	\$22,096	\$-337	-1.50%	1.71%	-0.05	7.1%	-0.9	

# Use Case 5

## Omni-Channel Tracking

To enhance your omnichannel strategy, evaluate the sales performance across different channels, including brick and mortar and various digital channels such as delivery, curbside, and third party shoppers. Gain insights by examining key metrics and trends, such as Gross Sales, Average Basket Size, and Share of Total Sales by Channel, across any desired time period. Measure the performance of each Channel by Store Location, Banner, Department, and Category to identify the products that contribute significantly to growth or loss in each respective area.

- 1 Sales are up on Mobile and In-Store but down on the Website. Let's analyze this store to identify which Departments and Categories are dropping. By diving deeper into the data, we can pinpoint opportunities and develop targeted strategies to reverse the decline in sales.
- 2 Let's view the overall performance of each channel. You can delve deeper into specific aspects such as Store, Department, Category, and SKU.
- 3 Sales are down at Store 19. Let's investigate further to find out why.





# Use Case 6

## Placement Voids on Top Selling Items

Salient designs templates to help teams identify what's boosting category sales to ensure all stores are benefiting from products with strong demand. In the first example, you can easily pick any product and store combination to identify missed sales opportunities caused by top-selling items not being stocked. In the second example, you can select any product that sells well and drill down to store level, uncovering any stocking issues that might impact sales performance.

- 1 Determine which stores aren't selling top-selling products and assess the performance of your own custom groupings of complementary products to identify cross-selling opportunities.

Product Name	Store 10	Store 16	Store 22	Store 19	Store 03	Store 09	Store 12	Store 17	Store 07	Store 06	Store 14
TT ORAL SOLUTION PEDIA FRUIT	176	112	108	200	315	132	176	112	437	251	147
ENSURE PLUS LIQ NUTR VANILLA	509	50	50	50	271	50	129	327	205	0	12
WICKS NYQUIL CHERRY	297	121	177	74	220	344	177	166	153	76	195
BOOST CHOCOLATE	468	48	24	72	70	48	264	216	90	180	36
UNISOM SLEEP OELS 32CT	297	231	242	44	127	308	198	132	91	115	242
GILLETTE MACH 3 CARTRIDGES	484	32	176	256	145	144	96	288	120	90	112
PURE PROTEIN CHOC PEANUT BTR	101	274	189	291	120	218	240	314	89	41	101
TC CAP ASPIRIN FREE 500 MG	356	147	182	84	102	147	224	168	78	72	147
SENSODYNE EXTRA WHITENING	426	105	154	203	159	112	161	105	87	120	119
TC ANTAIOID REDUCER	423	184	200	216	70	152	112	344	90	60	96
POISE ULTRA ABSORB PADS W/SHLD	608	80	208	208	98	144	176	112	87	87	64
BOOST CHOC HIGH PROTEIN	548	144	120	276	0	192	168	60	50	0	84
MIRALAX	252	378	238	154	133	182	128	182	53	40	210
TC ALCOHOL ISOPROPYL 70%	124	52	224	104	168	104	120	234	319	68	54
ENSURE BUTTER PECAN DRINK	170	70	100	10	310	210	0	190	282	0	10
TC SWABS 375CT	91	91	168	137	200	91	153	140	111	125	106

## Item Level Void Identification Trends

- 2 Quickly spot recurring voids and significant gaps in sales of top-selling items within the Category to determine stocking issues at the shelf or with the supplier.

Product Name	9/17/2017	9/24/2017	10/1/2017	10/8/2017	10/15/2017	10/22/2017	10/29/2017	11/5/2017	11/12/2017	11/19/2017	11/26/2017	12/3/2017	Average	Total
TC PAIN RELIEF MIGRAINE CAPLETS	23	49	68	33	35	54	54	38	38	38	43	26	42	501
TC NON ASP INFANT DROPS GRAPE	24	67	65	49	37	49	37	50	13	11	37	10	38	451
TC NAPROXEN SODIUM TABLET	76	39	44	67	33	28	14	48	19	23	34	23	37	448
TC JR ORANGE IBUPROFEN TAB CHEW	23	45	36	41	32	41	59	37	27	50	32	23	37	446
TC NAPROXEN SODIUM CAPLET	35	59	35	39	52	15	28	48	43	28	29	20	36	435
TC MIGRAINE CAPLETS	20	43	0	55	35	52	37	35	35	23	29	14	32	380
TC ASPIRIN 81MG CHEWB	25	41	37	46	33	22	32	28	23	37	19	6	29	347
TC CHILD PAIN/RF DVEEFREE GRAP	36	20	34	19	16	38	34	21	45	42	25	9	25	342
TC CHILD PAIN RELIEF STRAWBRY	19	18	31	29	32	16	56	14	18	45	51	7	25	330
TC CHILD ASPIRIN CHERRY	25	18	37	28	22	20	23	34	30	22	24	16	25	298
TC NON ASP CHILD S/SP CHERRY	22	55	15	19	31	15	17	13	39	16	19	8	22	263
TC CHILD PAIN/RF DVEEFREE CHER	9	14	11	22	20	5	27	11	18	40	47	5	19	230
TC COLDA/ALLERGY CHLD GRP ELIX	13	20	8	31	14	17	26	0	24	15	18	8	16	193
TOPCARE MOTION SICKNESS	8	14	20	28	13	16	28	9	11	11	19	5	15	182
TC ASPIRIN 81MG ENTERIC	13	9	4	9	13	4	18	9	22	22	4	13	13	139
TC NAPROXEN SODIUM CAPLET	6	20	7	7	21	7	7	7	0	0	7	0	7	100
Total (41)	2,595	2,632	2,668	2,655	2,223	2,345	2,694	2,404	2,437	2,278	2,348	1,379		

# Use Case 7

## Inflation and Fluctuation Impacts Analysis

**Salient** offers comprehensive assistance in measuring not only the extent of your margin fluctuations but also delving into the "WHY" behind them. We provide detailed insights into the precise impact of each factor on your margin, including price, cost, and demand components. Our "cause-of-change" reporting makes it easy to understand why margins are up or down.

- 1 Delve deeper into a category to product and store levels to **identify items and stores that are taking a hit in profits** due to changes in costs, pricing, and volume.
- 2 **Margins for sports drinks decreased** by over \$65,000. What role did cost, price, and demand play in this decline?
- 3 **Price decreases** caused a \$42,000 reduction in margin growth, and the drop in demand further impacted this significant margin loss.

**Cause of Change Margin Components**

Product Category	Margin			Per Unit COGS			Net Price			Units Sold		
	This ↓	Last	Diff	This	Last	Diff	This	Last	Diff	This	Last	Diff
REGULAR CSD'S	377,769	395,849	-18,080	7.54	7.16	0.38	18.51	17.64	0.87	34,414	37,746	-3,332
DIET CSD'S	107,672	111,619	-3,947	8.24	8.00	0.24	22.73	21.97	0.76	7,433	7,991	-558
ISOTONICS	54,117	119,946	-65,828	15.62	15.01	0.60	18.56	20.85	-2.29	18,366	20,541	-2,175
<b>GATORADE</b>	<b>54,117</b>	<b>119,946</b>	<b>-65,828</b>	<b>15.62</b>	<b>15.01</b>	<b>0.60</b>	<b>18.56</b>	<b>20.85</b>	<b>-2.29</b>	<b>18,366</b>	<b>20,541</b>	<b>-2,175</b>
THE CUPBOARD #42	3,228	7,530	-4,302	15.92	15.15	0.77	18.78	21.01	-2.23	1,128	1,286	-158
THE CUPBOARD #53	2,054	3,757	-1,703	16.10	15.49	0.61	19.51	21.44	-1.93	602	632	-30
THE CUPBOARD #56	1,861	4,417	-2,556	15.89	15.27	0.62	19.00	21.15	-2.15	598	751	-153
THE CUPBOARD #52	1,860	4,145	-2,285	15.70	15.35	0.35	18.57	21.27	-2.70	648	700	-52
THE CUPBOARD #32	1,843	3,393	-1,550	15.74	15.22	0.52	18.82	21.10	-2.28	599	577	22
THE CUPBOARD #9	1,759	3,290	-1,531	15.79	15.85	-0.06	19.01	21.81	-2.81	547	552	-5
THE CUPBOARD #47	1,733	3,435	-1,702	15.79	15.85	-0.06	19.01	21.81	-2.81	547	552	-5
THE CUPBOARD #60	1,661	3,435	-1,774	15.79	15.85	-0.06	19.01	21.81	-2.81	547	552	-5
<b>Total (11)</b>	<b>653,230</b>	<b>750,565</b>	<b>-97,335</b>									

**Cause of Change Margin Components**

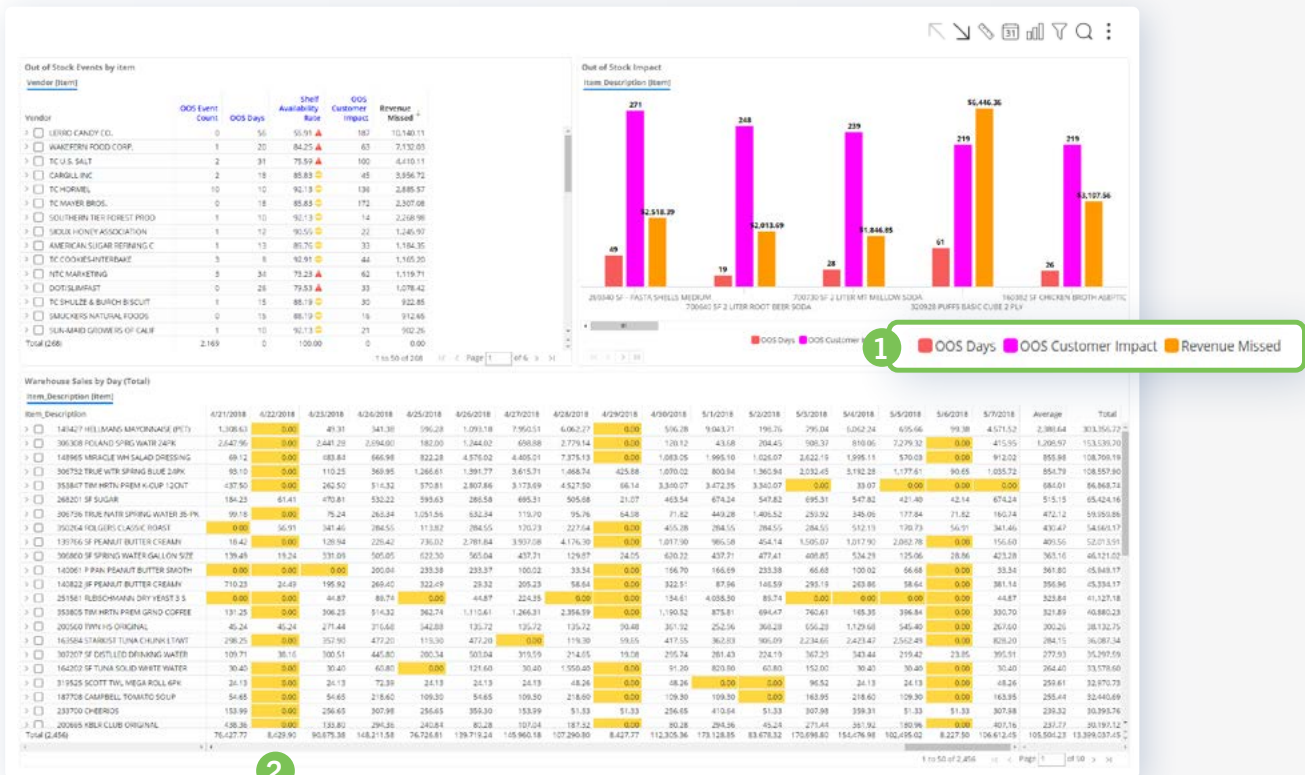
Product Category	Margin			Margin Diff from Cost Chg	Margin Diff from Price Chg	Margin Diff from Volume Chg	This
	This ↓	Last	Diff				
REGULAR CSD'S	377,769	395,849	-18,080	-13,045	29,908	-34,943	
DIET CSD'S	107,672	111,619	-3,947	-1,791	5,638	-7,794	
ISOTONICS	54,117	119,946	-65,828	-11,091	-42,037	-12,701	
<b>GATORADE</b>	<b>54,117</b>	<b>119,946</b>	<b>-65,828</b>	<b>-11,091</b>	<b>-42,037</b>	<b>-12,701</b>	
THE CUPBOARD #42	3,228	7,530	-4,302	-867	-2,510	-925	
THE CUPBOARD #53	2,054	3,757	-1,703	-365	-1,160	-178	
THE CUPBOARD #56	1,861	4,417	-2,556	-370	-1,286	-900	
THE CUPBOARD #52	1,860	4,145	-2,285	-228	-1,749	-308	
THE CUPBOARD #32	1,843	3,393	-1,550	-312	-1,367	129	
THE CUPBOARD #9	1,759	3,290	-1,531	35	-1,536	-30	
THE CUPBOARD #47	1,733	3,435	-1,702	-87	-1,531	-84	
<b>Total (11)</b>	<b>653,230</b>	<b>750,565</b>	<b>-97,335</b>	<b>-32,674</b>	<b>-18,717</b>	<b>-45,944</b>	

# Use Case 8

## Out-of-Stock Analysis

With our Out-of-Stock study of your business process and available data, metrics and exception tests are configured to help managers identify high-impact opportunities and be pro-active.

- 1 **View the amount of revenue missed caused by out-of-stock events, the number of days a product has been out of stock, the shelf availability rate, and the number of affected customers.** This information can be viewed at both the category and item level.
- 2 **Highlighted cells show days where no revenue was generated due to an out-of-stock event at the warehouse.**





# Use Case 9

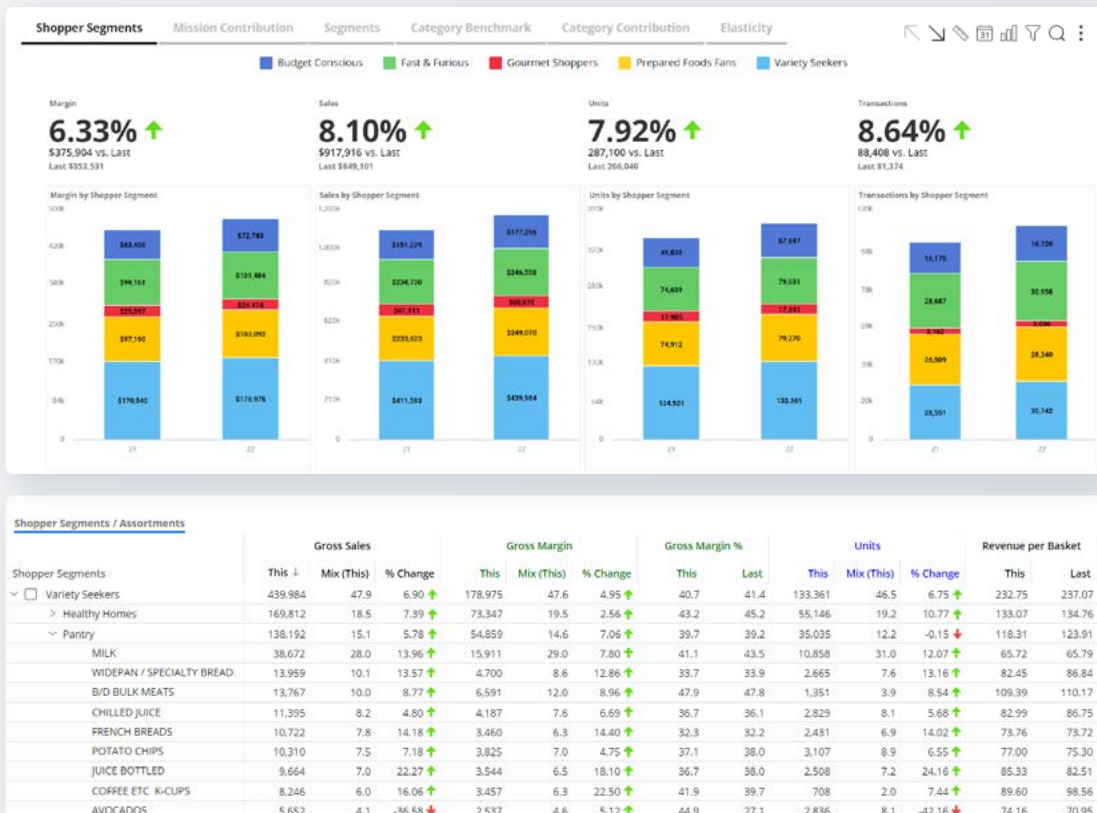
## Shopper Segmentation and Insights

Shopper segmentation is a powerful strategy for leveraging valuable shopper insights. By categorizing a retailer's existing customers based on their behavior and preferences, shopper segmentation enables personalized marketing efforts tailored to each group's individual needs.

This targeted approach increases marketing effectiveness and drives higher profitability. For instance, retailers can segment shoppers based on

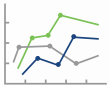
purchase behavior, including shopping frequency and product preferences. This allows them to design segment-specific marketing strategies, such as personalized promotions and product recommendations. As a result, retailers can foster stronger relationships with their customers, enhance customer loyalty, and ultimately boost sales and profitability.

- 1 If you can match shopper segmentation data to your point of sale (POS) transactions, then **Salient** can enable easy drill-down into groups. In this Variety Seekers example, you can identify how well that group of consumers is being served by each sub-category.

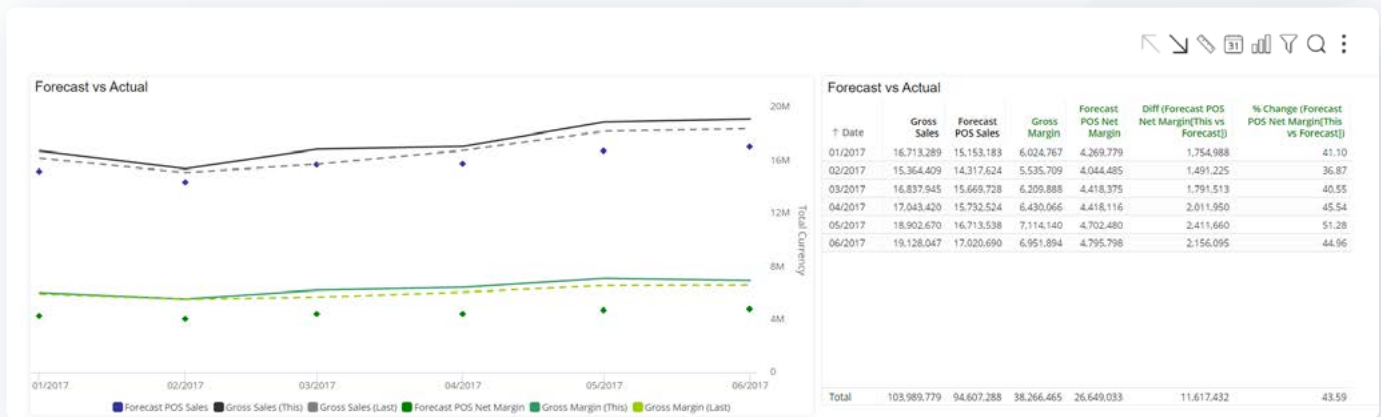


# Forecasts and Budgets vs. Actuals

Merge your forecasted and actual data, along with benchmarks or other comparative information, to analyze variances at the store and SKU level. You can identify changes over time as orders are finalized by capturing multiple versions or scenarios of the plan and forecast data. This allows you to track and analyze the differences between your projected and actual outcomes, helping you gain valuable insights into your performance and make informed decisions.



Easily monitor performance against Forecasts or targets down to Store and Department or more detailed levels of business performance.



## Scenario Modeling

Run what-if scenarios to determine how much to offset supplier price increases, monitor elasticity changes and project margin after swings in price and demand.



# Industry-Tailored Custom Visuals

## Create any possible perspective of business performance

We understand that every business is unique. That's why we offer the flexibility to customize our existing industry templates to align with your specific needs and requirements. Here are a few examples of the custom templates we have developed for our retail clients:

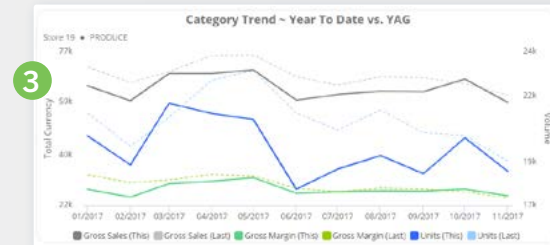
**1 View your stores** (or SKUs, categories, vendors, and more) in bubble quadrants to identify members that are performing below the average. This example shows the Volume vs. Price and Margin performance among Stores in a Frozen Foods Category. Store 19 stands out with above-average Volume and Price with a considerable Margin. Drill into the details to uncover which items drive this store's success and explore further.



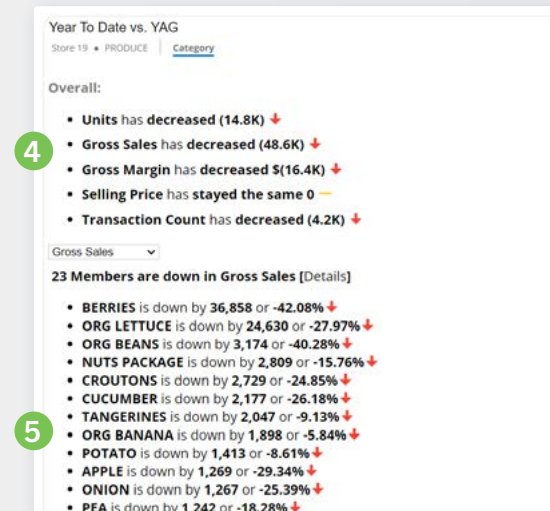
**2 View department performance** in a Heatmap by Store. In this example, all departments show positive growth in sales, indicated by the gauges across the top row. The heatmap provides a more detailed view and highlights significant drops within specific stores. Store 19 is experiencing a significant loss in sales in the Produce Department. Let's drill into that further and compare items.



**3 We've drilled into Store 19** and can immediately see that a number of items are down in sales in the Produce Department. We can see how volume, transaction counts, and margin are also impacted and then **determine adjustments in our pricing** and assortment at this store.



**4 Automated language** generates a concise description of changes in overall performance, providing insights into the top items, stores, categories, and more that have experienced significant gains or losses. By adjusting your filters and timeframes, you can further refine the analysis and regroup the Members based on their performance. The automated language adapts dynamically to your specific context, ensuring that the information remains up-to-date and relevant.



**5 Select your metric** from the dropdown menu, and the ranked lists of Gains and Losses will update accordingly.



# Effective Data-Driven Performance Across CPG, Retail, and Healthcare

---

**Salient** transforms complex data into actionable insights using industry-specific analytical solutions. **Salient's** solutions are more than just products – they are comprehensive, industry-specific packages designed to drive continuous performance improvement.

## Our Solutions

**Salient's** comprehensive retail solutions are designed to tackle the specific obstacles chain store retailers face. Harness the power of POS data, cost information, e-commerce insights, and labor metrics to enhance operations and decision-making. Optimize pricing, track inventory, and leverage supplier portals effectively. Ideal for grocery, food service, and other retail sectors. Here's how:

- Out-of-Stocks tracking/predictions
- Supplier portals
- Pricing optimization

## Our Technology

**Salient** seamlessly integrates with your existing systems, tapping into your databases to unlock the full potential of your data. The **Salient** high-speed query server retrieves detailed, unsummarized transaction data, aligning it with off-invoice supplier funding, financial allocations, labor databases, and cost tables. This comprehensive analysis empowers you to conduct root cause analysis and gain valuable insights into performance rapidly and efficiently. Here's how:

- Scales to billions of unsummarized detailed sales transactions
- Runs on standard Windows commodity Servers
- Flexible management options: on-premise or self-hosted with **Salient** remote managed services
- Hosted and fully managed by **Salient** on your choice of MS Azure or AWS with pass-thru pricing on the hardware hosting charges

## Our Platform

**Salient** has engineered an innovative platform that revolutionizes data-driven decision-making. Our solution transforms complicated data into user-friendly information, empowering swift, informed decisions. Here's how:

- Combine data without pre-summarization
- Comprehensive data and user management utilities
- Leverage across desktop, web, or mobile devices
- Flexible deployment provides a scalable platform for future growth



## Example Salient Retail Clients



Salient continues to work as a trusted business partner with retail companies including:

### Analysis-as-a-Service

Salient helps address your business's specific analytical challenges in areas such as category management, inventory management, and other key business processes. We offer customized solutions that enhance the capabilities of our base product to address your unique needs.

Our team can undertake projects based on your specific data requirements and parameters, providing tailored insights for a monthly fee. Additionally, we offer analytical studies conducted by our consultants, providing an external perspective on your business performance for a similar fee. In the retail industry, some of our most sought-after custom insights include:

- Space Optimization/Best Product Mix
- Benchmark Analysis
- Competitor Sales Comparisons
- Voids and Out of Stock Exceptions/Alerts
- Supplier and In-Store Reviews
- Private Label Growth and Share



Interested in how **Salient** can  
improve your company's sales  
and profitability?

---

Schedule an exploratory call so we can learn  
about your unique needs.

**Connect with an Expert**

203 Colonial Drive  
Horseheads, NY 14845 US

+1 607-739-4511

info@salient.com  
www.salient.com