

IN RETAIL DETAIL

ACTIONABLE ANALYTICS & INSIGHTS



TRAINING OVERVIEW



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The Amazons of the world make it possible for customers to buy whatever they want in just a few clicks. Shoppers no longer need to visit retailers in person if they don't want to, but they do. They want to interact with the product before buying it. People still shop in-store, and retail merchandising done well leads customers to your door, to product displays, to your shelves, and finally to the checkout counter.

When done right, category management and merchandising helps guide shoppers around your store—it eliminates confusion and converts shoppers into paying customers. Retail in Detail training uncovers actionable analytics and insights within your category management and merchandising execution to drive superior results. Let's get into retail in detail.

RETAIL IN DETAIL TRAINING OVERVIEW

Retail in Detail will transform the mindset and behaviour of how you look at your store; brick & mortar and online, your planograms and merchandising your product. It will create a better shopping experience for your customers, a refreshing and more calculated approach for your staff and, most importantly, increase sales and profit.

This is not a “one-and-done” remedy. This training elevates how category management is done from strategy to implementation and offers a new approach to your buying, inventory, building planograms and your readiness for your promotional windows and how you evaluate your successes and challenges.

The goal is to make lasting changes in your retail culture through training, execution, and how you approach your category management and merchandising.

Retail in Detail implements industry best practices learned through our first-hand experience to deliver a refined, easy-to-understand set of modules. Any of our modules can be expanded into a deeper dive and then taken even further where our team will explore your business, data and processes to truly ‘get under the hood’ and get your retail engine running at peak performance.



“Change almost never fails because it’s too early. It almost always fails because it’s too late.” Seth Godin

TRAINING FACILITATOR

Mark Yates has over 20 years experience in examining and utilizing analytics spanning from independently-owned start-ups to large multi-national corporations as either in-house representation or outside consulting roles. Mark is a course creator and facilitator through the David Sobey Centre for Innovation in Retailing and Services; part of the Sobey School of Business at Saint Mary's University, where he teaches retail merchandising, retail analytics and category management to some of the largest and most successful companies within Canada. He teaches how to transform data into powerful, easy-to-understand information for informed, strategic decision-making in the retail world. Mark has a demonstrated ability and robust knowledge in product development uniting all business functions through dashboard development and SQL queries to manage collaborative insight into business units and in-depth reporting. He has vast experience across various sectors including grocery, pharmacy operations, retail, oil and gas, telecommunications, hedge fund administration, POS merchant systems and manufacturing. He is a sought-after, highly regarded expert in Canada for data analytics roles and consulting contracts because of his ability to mine data, break it down and inspire teams the best way to use this data to have the most impact. A linear thinker who is passionate about educating businesses in the advantages of data analytics to grow revenue and find efficiencies and deficiencies in their bottom line.

WHAT'S IN IT FOR YOU?

ASSOCIATE/MANAGER TRAINING - Retail in Detail is focused on arming associates, managers and senior teams with the knowledge needed to create a better, more effective shopping experience and how to evaluate data and prepare their team for best execution.

RETAIL IN DETAIL PLAYBOOK - A helpful guide of checklists and expert information to review to help make better decisions. Keep this close and share with your team to perfect your selling strategies.

ADDITIONAL LEVEL UP TRAINING - A deep-dive into next level merchandising, category management and the effectiveness of your sales data and how best to break it down for your retail location - in store and online. Choose any of our eight modules and we will expand the training into additional learning on those tactics. Taught in two hours blocks, with a minimum selection of two modules to expand upon.

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NEED MORE? WE OFFER CUSTOMIZED TRAINING OF BEST PRACTICES FOR DASHBOARDING AND BUSINESS INTELLIGENCE

4 week contract

We will integrate with your team and examine your data and data analyzing process to teach you the best practices to get the most of your reporting. We will show you where and how to drill-down further in your categories and reporting to find efficiencies and deficiencies you never knew were there.

A well-crafted dashboard can give you a quick view of your performance and provide direction on what to do next. We have a demonstrated ability to find what's missing in yours and show you ways to unite all business functions through dashboard development and queries to manage collaborative insight into business units and in-depth sales reporting.

Need to add specialized training and insight for your team in any of our training modules? We will use proven statistical approaches to transform data into clear, easy to understand information; teaching proactive strategies through decision-making for improved profit margin results. And you can count on unbiased recommendations and impartial guidance based directly on your needs and goals.



I. Understanding Key Metrics

II. Data Analysis Techniques

III. Dashboarding & Visualization of Key Metrics

IV. Applying Insights

V. Case Studies & Hands-on Exercises

VI. Best Practices & Challenges

VII. Conclusion & Next Steps

RETAIL IN DETAIL TRAINING OVERVIEW

RETAIL IN DETAIL MODULES

1. Defining the Category

Tactic **The Customer – A Focal Anchor**

Insights Who is Your Customer?
Customer Drivers and Loyalty
Capitalizing on Your Consumer Shopping Traits

Tactic **Customer Purchase Patterns**

Insights Identifying Customer Habits
Customer Led Growth
Customer Centricity

Tactic **Appealing to the Customer**

Insights Utilizing Your Consumer Insights
Targeting and Tactics
Shelf Planning Using Your Consumer Data

Tactic **Applying a Tactical Approach**

Insights Process Standards
An Evolved Process
Continuous Evolution

Tactic **Segmenting Customers**

Insights Defining Your Customers using Demographics and Data
Creating Loyalty in Your Customers
Engaging All Segments

Tactic **Perspectives**

Insights What Your Customer Sees
How does Your Customer View Change by Segment or Channel
Best Practice To Service Multiple Segments and Channels

Tactic **Targeting Omni Channel**

Insights Introduction to Omni Channel
Evaluating Online Vs In-Store Offerings
Strategizing for Optimal Sales

Tactic **Effective Marketing and Advertising**

Insights Planning for Your Success
Catching Your Customers' Attention
Measuring the ROI With Marketing

Tactic **Signage Placement**

Insights What is it? And, Why?
Your Brand and the Market
Your Brand and the Customer

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2. Assess Category Role

Tactic **Today's Category Manager**

Insights **A Category Manager Responsibilities and Accountability**
Setting the Stage for Your Success
Your Evolved Category Manager

Tactic **Setting Strategy and Goals**

Insights **Aligning to Consumer Demand**
Strategy Considerations and Planning
Using Analytics to Support Category Strategy

Tactic **Category Definition**

Insights **Category Management 3.0**
Your Category Roles
Your Category Role Assignment

Tactic **Selling with Data**

Insights **Data Outside of Your POS**
Impact Data has in Decision-Making
Utilizing Data to Enhance Sales Through Disciplined Decision-Making

Tactic **Category CEO**

Insights **Qualities Needed to be Successful**
A Disciplined Approach
Circle of Accountability

Tactic **Category Manager & Analyst**

Insights **Fostering the Relationship**
Actionable, Repeatable, Accountable
Telling the Whole Story Using Analytics

Tactic **Category Segmentation**

Insights **Aligning Your Category with Profit**
Classification of Your Items
Leveraging Segmentation for Strategic Gains

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3. Assess Current Performance

Tactic **Retail Analytics**

Insights **A Category Manager Responsibilities and Accountability**
Setting the Stage for Your Success
Your Evolved Category Manager

Tactic **Data Gathering and Usage**

Insights **Category Management 3.0**
Your Category Roles
Your Category Role Assignment

Tactic **The 5 P's**

Insights **Qualities Needed to be Successful**
A Disciplined Approach
Circle of Accountability

Tactic **POG Management**

Insights **Fostering the Relationship**
Actionable, Repeatable, Accountable
Telling the Whole Story Using Analytics

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4. Set Objectives and Targets

Tactic **Collaboration**

Insights

- Closing Your Gaps
- Eliminating Fragmented Processes
- Financial Measurement of Collaborative Efforts

Tactic **Modeling**

Insights

- Simple Models
- Incorporating Multiple Data Sources
- Using Assumptions and Predictability

Tactic **New Product Listings**

Insights

- Assessing New Product Listings
- New Products and POG Planning
- Modeling and Analysis for Educated Decision-Making

Tactic **Price Checking**

Insights

- Methods to Remain Competitive
- Indexing and Other Price-Checking Tools
- Designing a Blueprint to Optimize Price

Tactic **Pricing Strategy**

Insights

- Brand Classification Modeling
- Pricing - On Shelf Vs Flyer
- Pricing with Your Category Roles,
- Product Classification and Strategy

Tactic **Assortment Planning**

Insights

- The Pareto Method
- Identifying Your Opportunities or Deficiencies
- Creating Your Assortment Plan

Tactic **Merchandising Strategies**

Insights

- Strategies to Produce Visual Recognition
- Strategies for Profit Protection
- Strategies to Optimize Profit and Effectiveness

Tactic **Store Clustering and Insights**

Insights

- Servicing Consumer Demands
- Using Indices With A/B Testing
- Leveraging Market Profitability

Tactic **Targets and Benchmarking**

Insights

- Setting Measurable Goals
- Finding Your Right Target
- Using Benchmarks to Create Action

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5. Devise Category Strategies

Tactic **Brands and the Role they Play**

Insights
Evaluating Your Brand Line-Up
Brand Trade-Off's and the Importance of Private Label
Brand Strategy and Implementation

Tactic **Product Classification**

Insights
Product Classification and Why It's Important
Segmenting Your Category
Designing a Robust and Complete Listing Base

Tactic **Flyer Planning & Analysis**

Insights
Planning for an Effective Flyer
Choosing Your Opportune Items
Predicting Outcomes and Targets

Tactic **Retail Flyer Overview**

Insights
Reinforcing Your Brand Identity
Reaching Your Customers
Your Flyer Strategy

Tactic **Category Promotion & Advertising**

Insights
Lift Factors And Incrementality
Measuring Your Effectiveness
An In-Depth Analysis

Tactic **Ad Post Mortems and Analysis**

Insights
Considerations and Post Mortems
Gauging Effectiveness and Learning Outcomes
Evaluating Your Flyer Performance

Tactic **Instore Planning & Analysis**

Insights
Planning Your Instore Features and Communication
Your Instore Program Evaluation and It's Impact
Forecast Modeling and Risk

Tactic **Seasonality**

Insights
Planning with Seasonal Indexes
Clearing Outdated Inventory To Maximize Sell-Through
Review Seasonal Performance Against Planning & Sell-Through

Tactic **Opportunity Buys**

Insights
Your Considerations and Fit
Strategic Development and Tie-In's
Modeling Templates for Automated Evaluation

Tactic **Measurements**

Insights
Evaluations And Strategic Alignment
Your Tools to Best Measure Results
How to Create and Automate Program Evaluations

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6. Category Tactics

Tactic **Importance of Suppliers**

Insights Partnerships
 Achieving Strategic Goals
 Actioning Your Supplier Insights

Tactic **Scorecards and Checklists**

Insights Key Areas of Focus
 Your Coaching and Action Tool
 Integrated Analytics

Tactic **Cross Selling and Tie In's**

Insights Identifying Your Opportunities
 How to Choose the Right Items
 Examining Impact to Profit Lines

Tactic **Price Regression and Analysis**

Insights Using Statistics To Price Right
 Forecasting Outcomes
 Modeling For Best Practice Pricing

Tactic **Break-Even Points**

Insights Understanding the Break-Even Point for
 Educated Decision-Making
 Leveraging Break-Even to Mitigate Risk
 Creating a Detailed Break-Even Analysis with Variables

Tactic **Inventory Mathematics**

Insights Profit Returns and Management
 Key Measures and Insights
 Inventory Management and Your Financial Statement

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7. Integration of Next Level Merchandising

Tactic **In-Store Promotions**

Insights **When? What? Where?**
Modeling And Targets
Strategic Planning and Evaluation

Tactic **Program Forecast & Markdowns**

Insights **Ordering and Inventory Management**
Strategic Program Evaluations
Inventory Clearance Schedules and Profit Protection

Tactic **Merchandising Planning**

Insights **Visual Merchandising and Planning**
Instore Vs Online Planning
POG Planning and Analysis

Tactic **Merchandising for Profitability**

Insights **Creating an Effective Floor Plan**
Measuring Shelf Productivity
Optimizing Merchandising for Maximum Profit

Tactic **Communication and Execution**

Insights **Creating Clear Execution Plans**
Compliance And Coaching
Measuring Compliance and Financial Impacts

8. Integration of Next Level Merchandising

Tactic **Category Assessment & Measures**

Insights **Key Elements of Measuring a Category**
Identifying Your Opportunities and Challenges
Comprehensive Insights and Strategy

Tactic **Category Health**

Insights **Purpose and Considerations**
Analysis and Interpretation
Dynamic Reporting and Strategic Alignment

Tactic **Conclusion and Take Aways**

Insights **The Category Management Cycle**
Key Interdependencies and Outcomes
The Consummated and Comprehensive
Category Management Cycle

RETAIL

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