

RetailViewer is a web-based platform that **automates ad-hoc analysis** and provides a holistic view of retailer performance. It allows retailers to quickly and easily **compare pricing strategies, track promotion effects over time, and determine optimal everyday pricing** based on a variety of customizable objectives.

**Fast answers for retailers, with just a few mouse clicks, 24/7.**

## A Solution to Common Pain Points



**Generate detailed insights** across all products and promotions more quickly and with greater accuracy



**Summarize sales and profit data** for each product over any date range - gain transparency into pricing impacts



**Provide promotional decisions quickly** to increase penetration and minimize unnecessary discounts

## RetailViewer Can:

- Ingests daily line-item level transaction feeds
- Ingests promotional history
- Aggregates product, promotion, and profit data for comprehensive analysis
- Includes product, store, channel, region, and customer dimensions
- Calculates profitability at every price point
- Analyzes sales and profit over historical date ranges
- Provides product analysis in visual form and tables
- Exports charts and data files from the web interface

## Fulcrum's RetailViewer™ can be customized with:

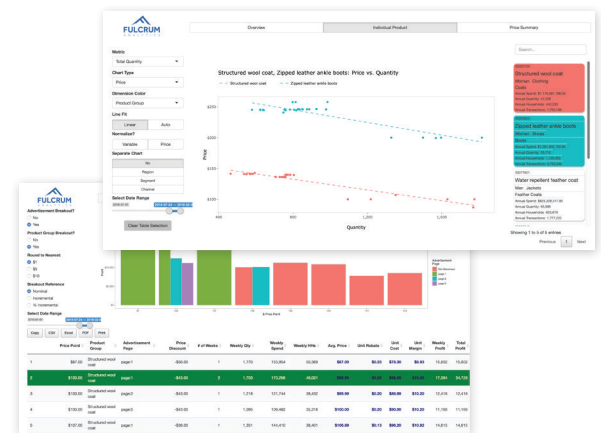
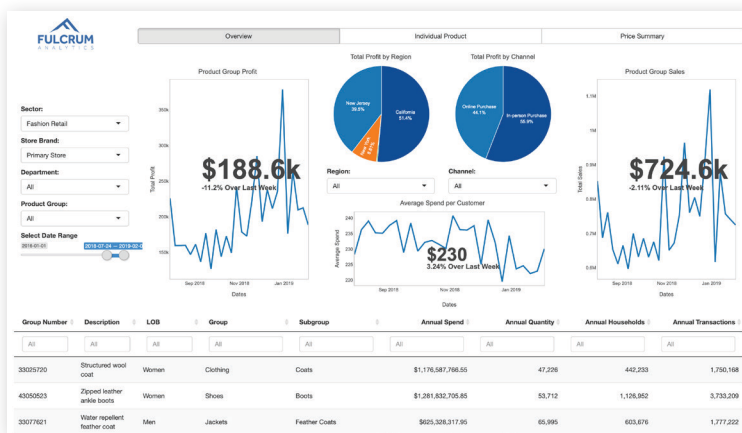
### Circular Optimizer™

- Predicts forecasted sales revenue and quantity for each ad based on the promotion price
- Calculates the number of households each ad appeals to, based on purchase history, as well as the incremental household appeal given the others ads in the circular
- Provides informed analytical insights to minimize the incidents of discounting items that do not benefit from promotion to maximize revenue

### Segment Maximizer™

- Identifies the impact of a promotion on each customer segment's trip frequency and basket size
- Tracks changes to the buying behaviors of specific segments over time to better inform strategies for growth or win-back
- Forecasts segment-level trip and sales impacts of promoting certain products

**RetailViewer is flexible** - it can be hosted on the Fulcrum private cloud or on-premises depending on an organization's preference.



## Fulcrum Analytics

With 25+ years experience in data science and data-driven apps, Fulcrum takes a pragmatic approach that focuses on flexibility, custom tailored solutions, and practical data science resulting in actionable insights.



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