FULCRUM
A N A L Y T I C S

RetailViewer: Get A Holistic View of Retailer Performance

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 pricing based on a variety of customizable objectives. RetailViewer can be hosted on the Fulcrum private cloud or on-premises depending on an organization's preference.
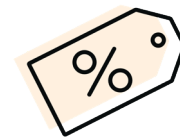
Detailed Insights

Generate detailed insights across all products and promotions more quickly and with greater accuracy.
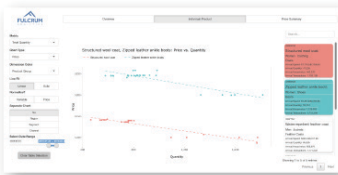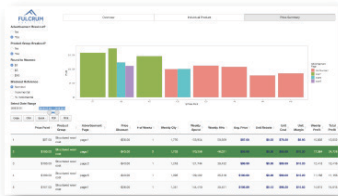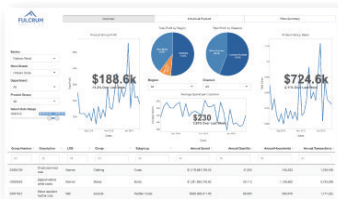
Summarize Data

Summarize sales and profit data for each product over any date range – get transparency into pricing impacts.

Promotional Decisions

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

Data-Driven Decision Making

Customize

Customized to include product, store, channel, region, and customer dimensions.

Automate

Ingests daily line-item level transaction feeds and promotional history while aggregating product, promotion, and profit data for comprehensive analysis.

Analyze

Calculates profitability at every price point and analyzes sales and profit over historical date ranges.

Visualize

Provides product analysis in visual form and tables and exports charts and data files from the web interface.

Add-On:
Circular Optimizer

Build your weekly flyer with an automated product-specific analysis, and customize versions of a circular by market or store segment.

Add-On:
Segment Maximizer

Utilize refined marketing tactics with a data-driven customer or store segmentation model or further refine pre-existing segments.

A Modern Data Science Consulting Partner

Fulcrum is known for our 26 year history as a boutique data science consulting firm, but our success is built on a broader approach and vision. We collaborate with clients to accelerate their use of data and advanced analytics, build their organizational capacity for data-driven decision making, and push the frontiers of what's possible within their organization.

Easy & Fast

Get started ASAP. Just sign up for a team and we are sitting next to you, rolling up our sleeves, and making progress.

Customizable

We know that your needs can change — specialists swap in and out as needed for different aspects of the solution.

Low Risk

Did we mention that you can try for 3 months at a discounted rate? No obligation and you can choose to terminate at anytime.

Domain Expertise

25+ years of experience in industries such as banking, insurance, and retail — giving us the skill and knowledge to tackle even the toughest problems.

Our Approach Consists of Three Pillars

Full Stream Analytics

**Upstream:** We give attention to data collection, cleanliness, timeliness, and augmentation.
Midstream: We factor in maintainability, explainability, and credibility.
Downstream: We consider how insights are visualized, explained, measured, and integrated with operational systems to drive intelligent actions.
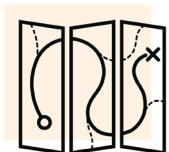
Fluid Roadmaps

We help develop tactical plans that align with, and inform, an organization's strategic goals, identify and quantify the gaps between these goals and their capabilities and then prioritize and sequence opportunities based on these factors while maintaining the flexibility to pivot and adapt to changing needs over time.
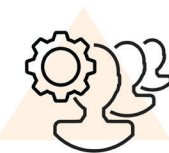
Augmented Analytics Capabilities

We expand organizational capacity by supplementing internal resources, skills and experience to provide rapid augmentation as needed while fostering interal growth of an organizations data capabilities, knowledge, infrastructure, processes, and human capital through training and recruitment.

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