Qlik for Store Performance

Drive Retail Store Performance through Data Discovery

Challenge

There has never been a greater need for a retailer to ensure a best-in-class shopping experience in the retail store by maintaining high levels of customer service, and a differentiated assortment, while meeting financial targets. The key aspects to creating and maintaining a competitive retail store presence are timely and accurate store performance analytics, and quick assembly of a flexible store profit and loss statement. The challenge is that store performance data is typically stored in many heterogeneous systems, produced in different geographies and required at many different granularities - store level, district, region, and corporate. This often hinders efforts to produce insightful, accurate and actionable store performance analytics.

Example:
A dashboard view of retail store performance across key operational KPI's like same store sales.

Solution

Qlik is used by retailers to provide intelligence and insights across all shopping channels providing visibility into sales, inventory, customer and supply chain processes. With multiple data sources in the production environment the ability to consolidate these and allow flexible, user-controlled analysis to see trends, gain insights and make discoveries is a critical differentiator of the Qlik Data Discovery Platform:

Example:
A single dashboard of performance by geography, for both sales as well as profitability.

- Explore large volumes of Point-Of-Sale (POS) data through Qlik's in-memory associative data layer, which enables non-linear analytical paths and drill through to details Consolidate all data types rapidly from disparate sources to create 'what-if' scenarios

- Combine multiple sources of store operations data including POS data, customer surveys, inventory, and financial plan data which can be searched on and annotated

- Quickly respond to market forces and minimize manual efforts related to store performance and analysis

- Provide mobile and near real time access to store performance dashboards for traveling store operations field management
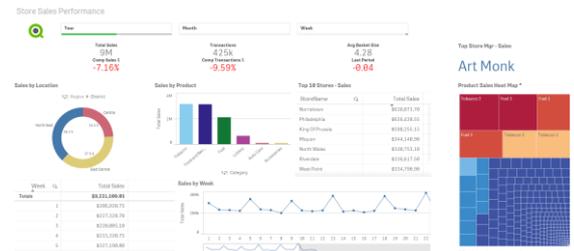
Benefits

- **Carrefour** uses Qlik to analyze same store sales across many time zones and determine bench marks for store performance analysis.
- **The Warehouse Group** - uses Qlik for store performance with 30+ companies operating under the Warehouse Group umbrella.
- **A leading global convenience store chain** with over 10,000 stores in the US leverages Qlik to assess store performance via 19 KPI's across several categories - sales performance, assortment, store cleanliness, fresh food performance, and ordering procedures, which is tied directly to the compensation of district managers.

About Qlik

Qlik is the leading Data Discovery platform, delivering true self-service BI that empowers the business user by driving innovative decision-making. Contact your Qlik representative to schedule a discussion and live demonstration related to this solution area.
Visit us at: qlik.com