



# RETAIL & CONSUMER GOODS



## GLOBAL DIGITAL RETAIL OUTLOOK



The global retail industry is at a critical juncture, characterized by prolonged suppressed consumer spending, macroeconomic and geopolitical uncertainties, and rapid shifts in consumer behavior. Retailers face the dual challenge of investing in new technologies and business models while managing rising operational costs and declining consumer spending power.

The traditional growth-driven retail model is evolving. Current research indicates that key growth drivers will include omnichannel sales, price adjustments, membership subscriptions, private labels, targeted sales events, and expanded marketing strategies.

Omnichannel sales will be vital, requiring seamless integration of digital and physical channels. Price increases are anticipated due to inflation and rising costs. Membership subscriptions are expected to grow as companies seek to enhance customer loyalty. The expansion of private labels will offer consumers more affordable options. Sales events will become more frequent and targeted, both online and offline. Additionally, marketing strategies will shift towards personalized, data-driven approaches to reach a broader audience.

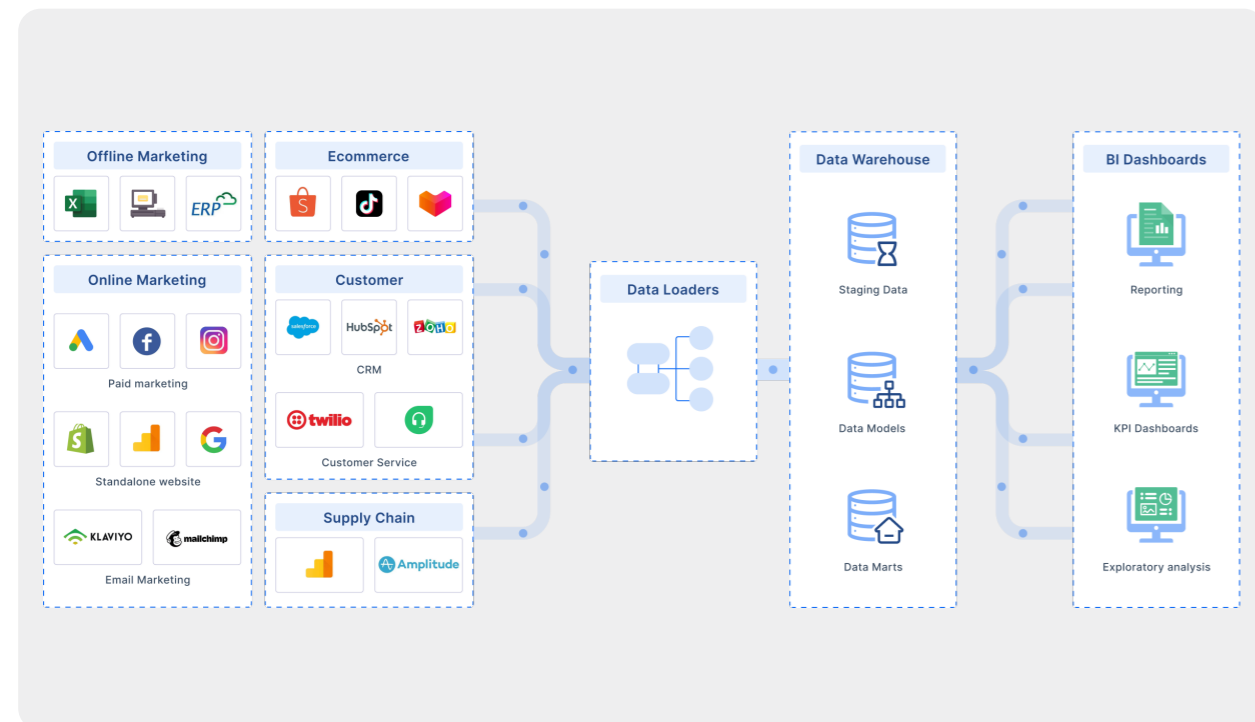
As the retail industry continues to evolve, staying ahead of technological advancements is crucial. The rapid pace of change necessitates not only keeping up with trends but also leading them. Embracing digitalization is essential for maintaining a competitive edge. By connecting data across the entire consumer journey—from initial engagement to post-purchase—Business Intelligence (BI) tools enable retailers to gain a comprehensive understanding of their customers. This insight supports data-driven decision-making, optimizing operations, enhancing customer experiences, and driving growth in a dynamic market.

# DIGITAL RETAIL SOLUTIONS BY FANRUAN

## 1. Products: Build a BI Platform

Retail business intelligence (BI) is essential for collecting, processing, and analyzing retail-specific data, and presenting the results through intuitive reports and dashboards. Retail BI solutions empower businesses to make informed decisions, optimize operations, enhance customer experiences, and predict trends.

At FanRuan, we customize our retail BI solutions to align with the unique business processes of our clients. Below, we have compiled a list of features frequently requested by retail organizations we partner with:



## Core Functionality



01

### Data Integration and Processing

**Automated Data Ingestion:** Seamlessly collect retail data—such as product, customer, and transactional data—from diverse internal and external sources, including CRM, ERP, POS systems, supply chain management systems, customer data platforms, and social media.

**Data Cleansing and Transformation:** Utilize FineDataLink for advanced data cleansing and transformation to ensure accuracy and consistency.

**Data Consolidation:** Integrate highly structured retail data into a data warehouse, utilizing relational, columnar, and multidimensional formats optimized for analytical querying.



02

### High-Quality Data and Consistent Metrics

**Standardized Metrics:** Establish standard definitions and formulas for each KPI to ensure consistency across departments and reports.

**Integrated Data Model:** Utilize a data model that consolidates information from various sources to ensure uniformity in data collection and reporting.

**Advanced BI Tools:** Employ FineBI's robust integration capabilities to connect disparate data sources and unify metrics. Designated data administrators manage business data sets on the BI platform, overseeing the accuracy and consistency of all indicators.



03

### Data Analysis and Reporting

**Online Analytical Processing (OLAP):** Facilitate multidimensional analysis of retail data, including sales by channel, region, store, brand, and product category.

**Data Mining:** Utilize advanced techniques such as classification, time-series analysis, and clustering to uncover patterns and trends in large datasets.

**Real-Time Analytics:** Support for (near) real-time data analytics to provide up-to-date insights.

**Reporting Capabilities:** Offer both scheduled and ad hoc reporting options for flexible and timely information delivery.

**Self-Service Analytics:** Enable users to perform their own analyses and generate reports with ease.

**Mobile Reporting:** Provide mobile access to reports and analytics for on-the-go decision-making.



04

### KPI and Performance Monitoring

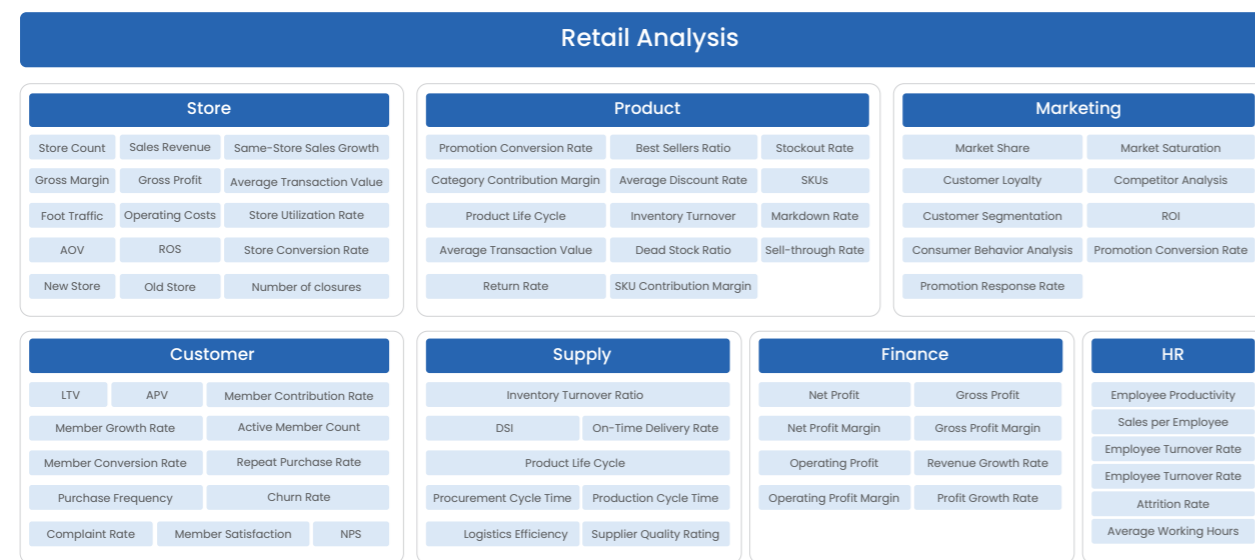
**Comprehensive Report Templates:** Provide pre-designed templates covering a wide range of KPIs, including website traffic, foot traffic, average transaction size, total sales volume, sell-through rate, customer retention, total orders, and monthly revenue per employee.

**Pre-Built Reports and Dashboards:** Offer tailored retail reports and dashboards suitable for various business users, including C-suite executives, retail department managers, operations managers, sales representatives, and business analysts.

**Interactive Dashboards:** Feature dynamic, interactive dashboards with customizable filters for flexible data presentation, allowing users to drill down from overall sales volumes to specific metrics such as brand, product category, or SKU.

## 2. Services: Consulting and Implementation

With years of experience in the retail sector, FanRuan has developed deep expertise across diverse segments, including consumer goods, shopping malls, luxury fashion, chain stores, and dining. We are also trailblazers in the rapidly evolving e-commerce and live-streaming retail landscapes. Our dedicated focus on leveraging data to drive business performance has led to a comprehensive repository of metrics and dashboard templates. Our consulting services are tailored to assist retail businesses in effectively harnessing data to optimize all aspects of their operations.



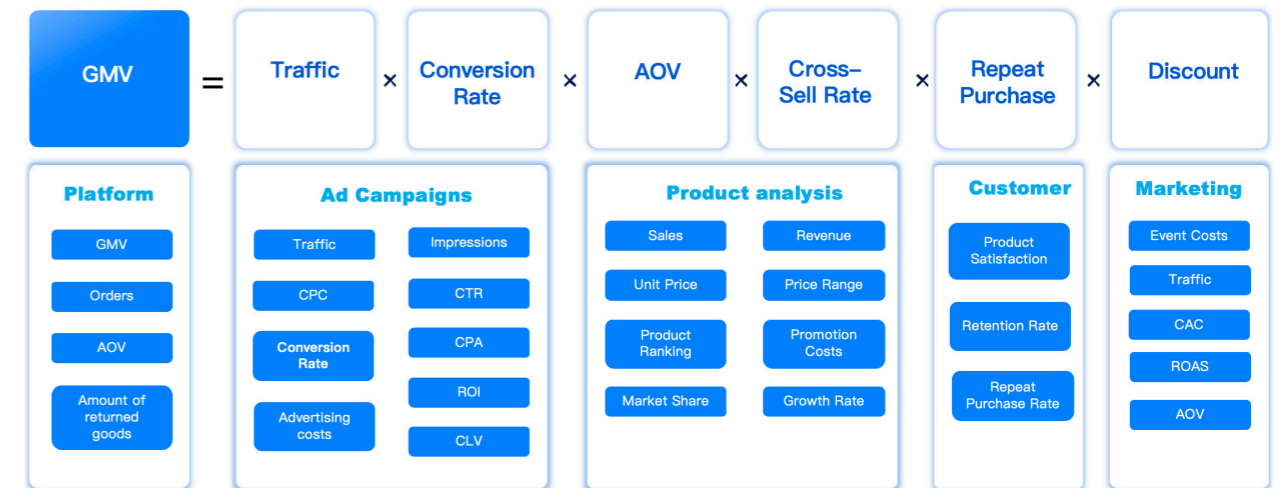
## SCENARIO 1: E-COMMERCE

### SCENE ONE

It's widely understood that the core goal of e-commerce is to boost profitability, and the key to a successful store is driving GMV (Gross Merchandise Value). GMV can be broken down into a simple formula, revealing clear paths to growth. By increasing traffic, optimizing conversion rates, continually seeking high-quality product categories, and ensuring a great user experience, growth becomes achievable.

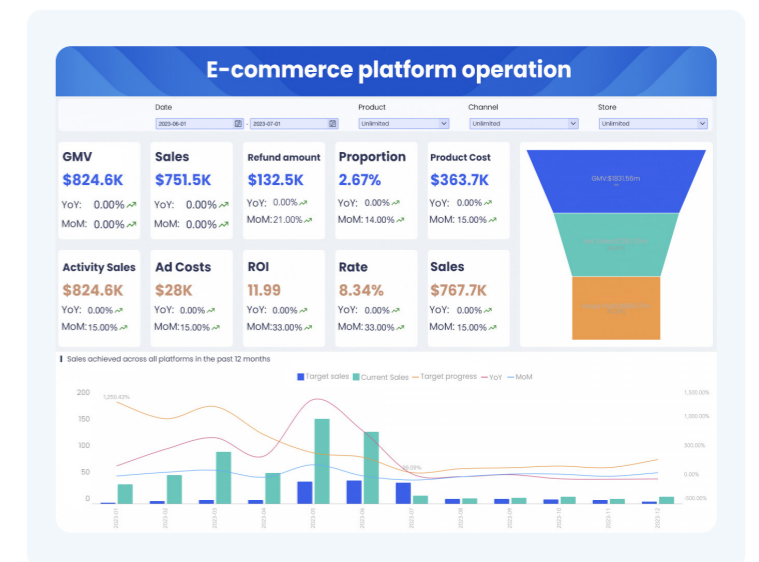
But how do we assess current performance and identify areas for improvement? This is where data analysis becomes essential.

Our e-commerce solutions segment management into key areas: platform operations, product category optimization, campaign management, customer management, and major promotional events. With FineBI, you can monitor performance and conduct in-depth analysis across all these areas. Consider this: even a 1% improvement in each aspect of your operations can compound over time, leading to a potential 50,000% increase in GMV after a year.



### Case 1: Business Performance Monitoring

Purpose: Tracking performance  
 Key Viewer: E-commerce Director  
 Frequency: Real time  
 Key Metrics: Sales Revenue, Gross Margin, ROAS, Foot Traffic, Customer Complaint Rate



How to drive decision-making:

- Monitor sales data in real time and track target progress.
- Identify sales problems, analyze them further, and make decisions.
- Identify trends in sales and revenue, highlighting best-sellers and underperformers.



### Case 2: Single Store Operation Management

Purpose: Drive Revenue Growth  
 Key Viewer: Store Manager  
 Frequency: Real time  
 Key Metrics: Sales Revenue, Sales Volume, AOV, Sales Growth Rate

How to drive decision-making:

- How is the traffic performing across each store channel?
- Is the conversion rate at each stage meeting expectations?
- How are competitors' stores performing?
- Is the new product gaining popularity?

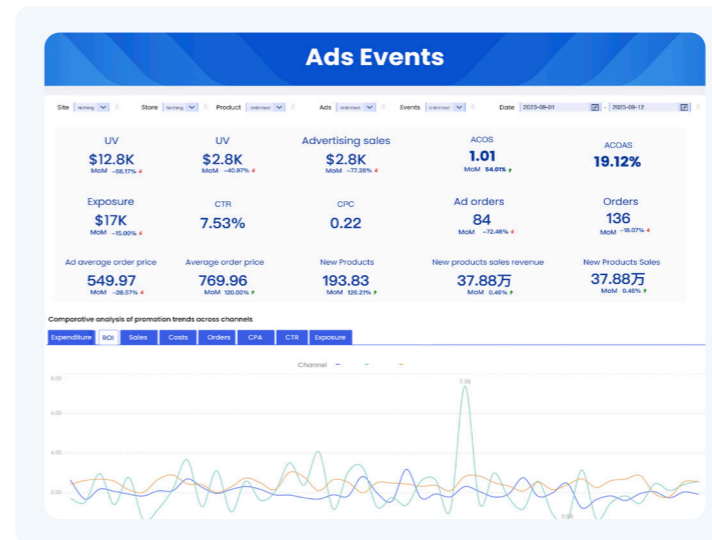
### Case 3: Product Management

Purpose: Assortment Optimization  
 Key Viewer: E-commerce Director  
 Frequency: Real time  
 Key Metrics: Product Sales, Contribution Rate, Bestselling Product Ratio, Slow-Moving Product Ratio, Inventory Turnover Ratio



How to drive decision-making:

- How is each product category performing in terms of sales?
- Is the growth trend of product sales aligning with market demand?
- Are current pricing strategies optimized for maximum profitability?



### Case 4: Promotion and Advertising

Purpose: Assortment Optimization  
 Key Viewer: Marketing  
 Frequency: Real time  
 Key Metrics: ROAS, Promotion Effectiveness, Cross-Selling Rate

How to drive decision-making:

- Track promotion performance and ROI across platforms to identify the highest-yielding channels.
- Analyze promotion effectiveness and review campaign outcomes.
- Assess if the sales growth trend aligns with market demand.
- Explore opportunities to enhance conversion rates.

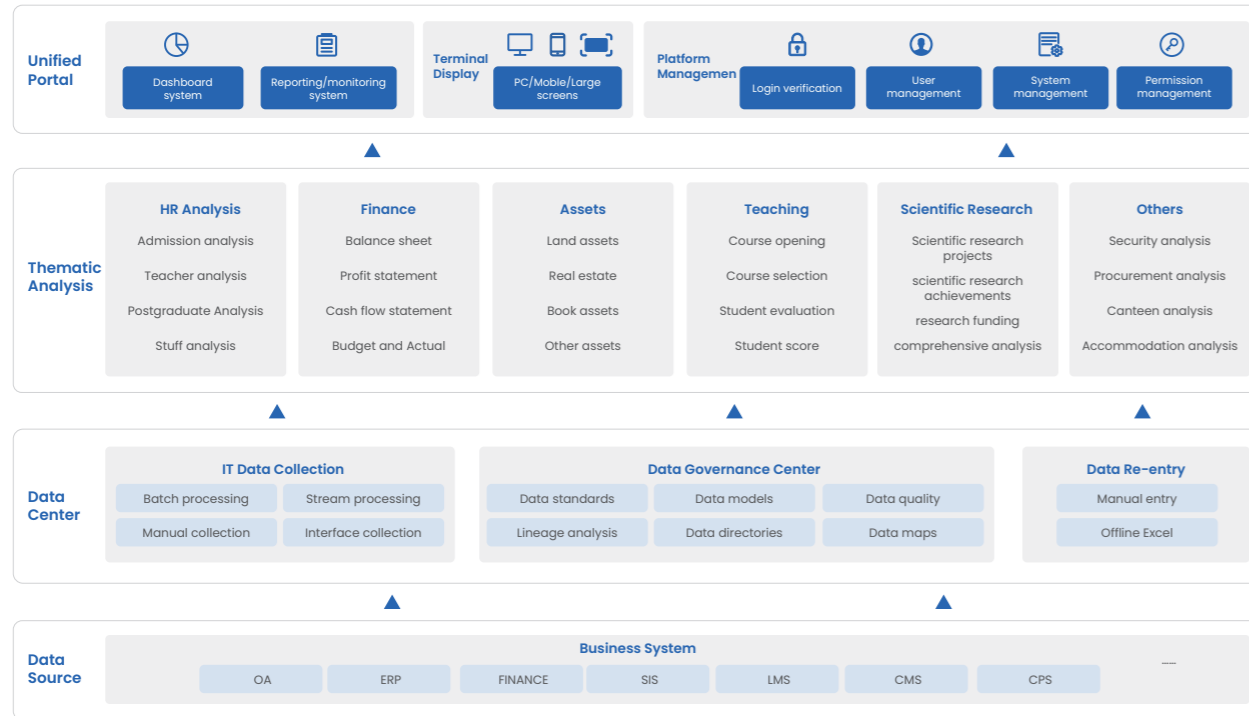
## SCENARIO 2: PRODUCT MANAGEMENT

### SCENE TWO

In the fast-paced retail industry, effective product management goes beyond intuition—it requires precise, data-driven insights.

Business Intelligence (BI) tools empower retail managers to analyze extensive data, transforming raw numbers into actionable strategies. By leveraging BI for product management, businesses can track sales performance, monitor inventory levels, and assess customer preferences in real time. This allows managers to identify top-performing products, optimize pricing, and mitigate the risks of overstocking or stockouts.

Moreover, BI-driven analysis enhances demand forecasting, promotion planning, and product lifecycle management, leading to improved profitability and customer satisfaction by ensuring the right products are available at the right time. In a modular product management system, FineBI serves as the foundation, guiding strategic decisions that align with market trends and customer needs.



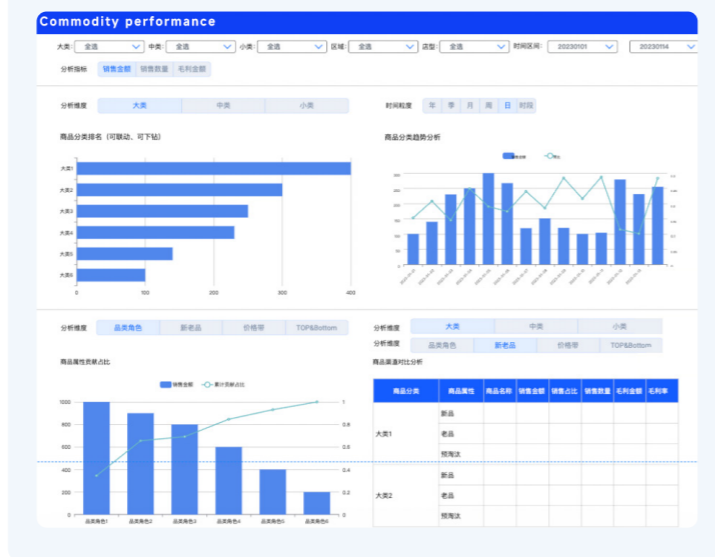
### Case 1: Assortment Optimization

Purpose: Identify categories and product segments with low sales and reduced gross margins.

Viewer: Product Manager

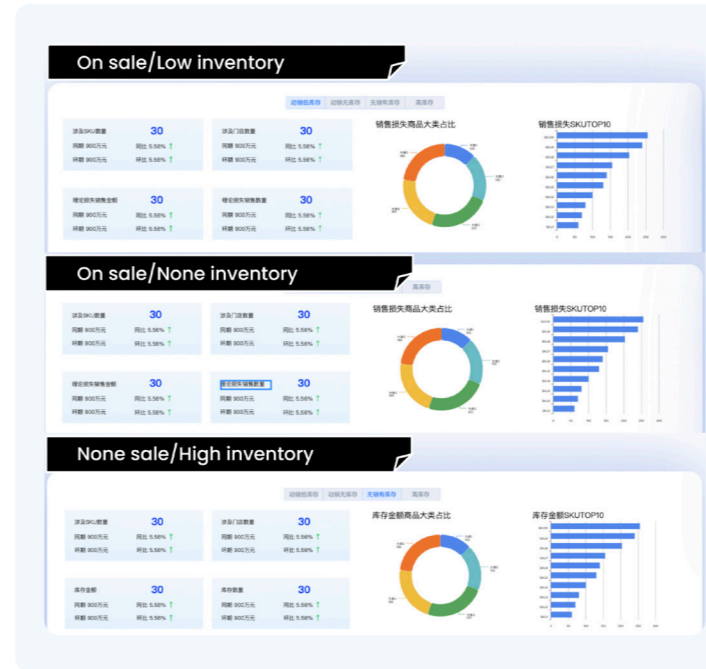
Frequency: Weekly / Monthly

Key Metrics: Sales, Gross Margin, Passenger Flow, Unit Price



How to drive decision-making:

- Identify products with negative gross profits or unusual sales trends, analyze the underlying causes, and take steps to minimize their impact.
- Monitor supply chains for key categories to ensure they meet expected sales and gross profit targets.



### Case 2: Inventory Optimization

Purpose: Lower inventory costs while ensuring the availability of top-selling products.

Viewer: Supply Chain Manager

Frequency: Real-time / Monthly

Key Metrics: Inventory Turnover Rate, Number of SKUs in Inventory, Inventory Value

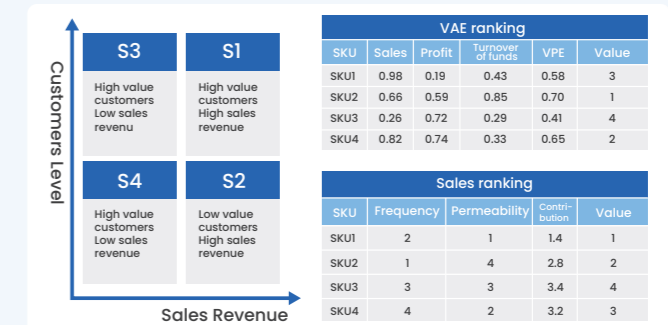
How to drive decision-making:

- Assess the overall scale and turnover of product inventory.
- Identify and investigate abnormal inventory levels, focusing on problematic products and stores.
- Monitor product inflow, sales, and inventory levels, paying particular attention to the days of inventory available for each product category.

### Case 3: New Product Performance Analysis

Purpose: Evaluate the performance of new products. Viewer: Store Manager

Key Metrics: Sales, Gross Profit, Gross Margin, Gross Ratio, Sell-through Rate



How to drive decision-making:

- Assess whether to continue or discontinue a new product based on its sales performance.
- Identify which products have high cross-selling success rates to enhance average transaction value and product attachment rates.
- Determine the price range that yields the highest sales share, gross profit contribution, and gross margin.

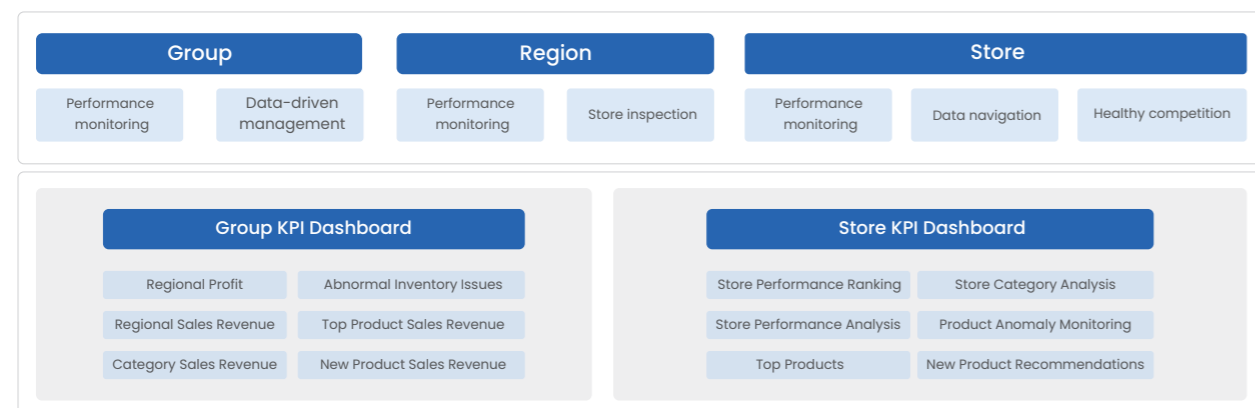
## SCENARIO 3: STORE MANAGEMENT

### SCENE THREE

In retail, effective store management is crucial for providing exceptional customer experience and achieving operational excellence.

Leveraging Business Intelligence (BI) for data analysis empowers retailers to make informed decisions that enhance store performance. BI tools offer real-time insights into key metrics such as sales trends, foot traffic, staff productivity, and inventory levels. This capability enables the optimization of store layouts, efficient staff scheduling, and proactive management of stock levels to prevent shortages or overstocking.

Additionally, BI facilitates the analysis of customer behavior within the store, allowing for tailored promotions, improved product placement, and increased sales. By integrating BI into store management, retailers can ensure each location operates efficiently, meets customer demands, and positively impacts the company's bottom line. This data-driven approach transforms store management from reactive to proactive, driving continuous improvement and gaining a competitive edge.



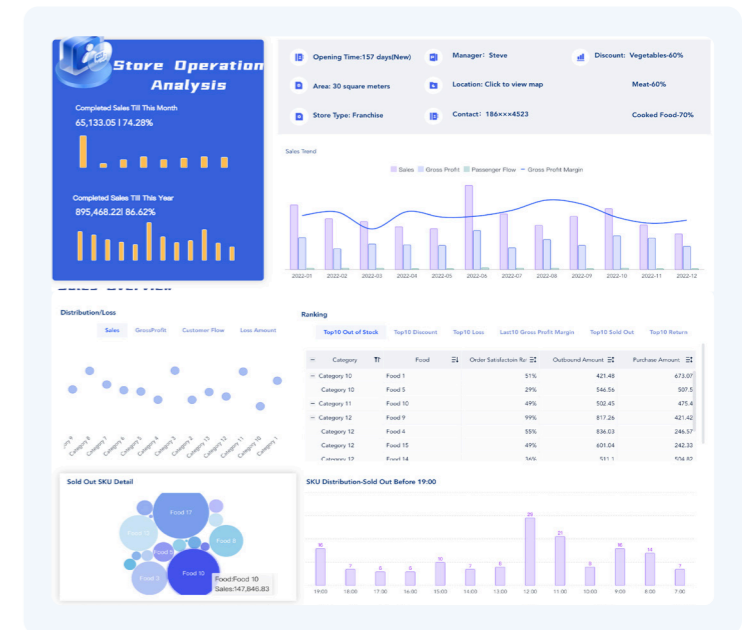
### Case 1: Store Performance Management

Purpose: Monitor store KPIs

Viewer: General Manager

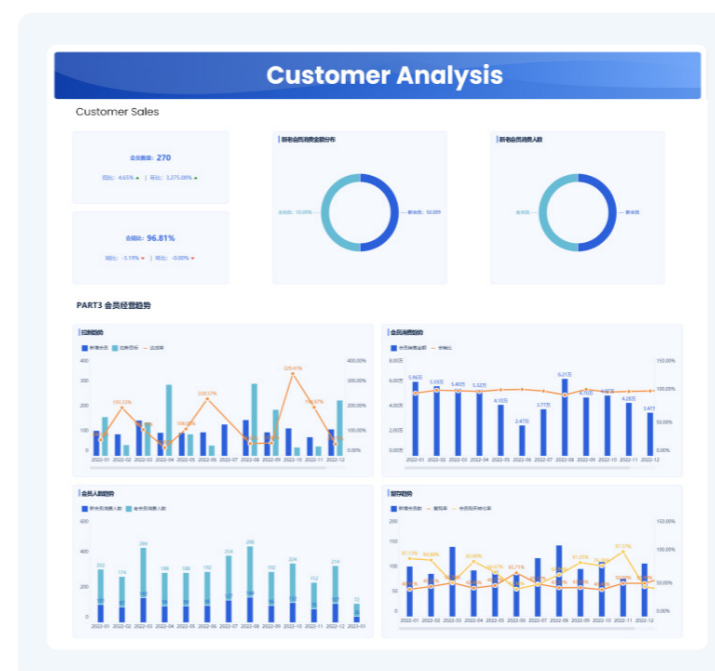
Frequency: Weekly / Monthly

Key Metrics: Sales, Gross Margin, Passenger Flow, Unit Price



How to drive decision-making:

- Track KPI achievement for each regional store.
- Assess performance across regional stores.
- Implement a healthy competition mechanism.



### Case 2: Customer Analytics

Purpose: Increase customer lifetime value

Viewer: Store Manager

Frequency: Weekly/Monthly

Key Metrics: Sales, Gross Margin, Passenger Flow, Unit Price

How to drive decision-making:

- Customer segmentation analysis, including the breakdown of existing customer segments and their share in the chain/store, average basket composition within segments, and transitions between segments based on behavior changes.
- Calculating customer lifetime value.
- Customer attrition analysis to identify patterns that lead to churn.

## What value does BI bring to store management

### Strategic Decision-Making

General managers gain a comprehensive understanding of the entire retail network through data-driven insights. This enables them to grasp broader market trends, customer behaviors, and competitive dynamics, providing a strong foundation for strategic planning and sustainable business growth.



### Cross-Store Comparison and Optimization

Data-driven management empowers district managers to assess the performance of stores within their region, identifying both top performers and those falling short. These insights enable the implementation of best practices across all locations, driving consistent improvements in operational efficiency and profitability.



### Employee Performance Tracking

Access to detailed performance metrics enables store managers to more effectively track and assess team productivity, facilitating targeted coaching, accurate performance reviews, and the development of meaningful incentive programs.



# BI SOLUTIONS FOR ALL INDUSTRIES

Trusted by over 36,000 clients worldwide, FanRuan empowers every industry with data-driven insights, transforming possibilities across all market segments. Join the leaders who trust us to drive their success.

**36K+** Clients Served

**9.2K+** Projects Implemented

**2000+** Employees Worldwide

**2.5M+** Users Globally

