

Harness the Full Power of Data

Understand buyers, influence their purchase decisions, and maximize sales

Your company, one of the biggest retailers in the country, is preparing for the most profitable time of the year: the holidays. Your team's tasks are as follows:

- 1 Determine the most popular SKUs from last year's holiday season and use a mix of similar items and trending products in this year's main online and in-store displays.
- 2 Analyze the most valuable customer segments acquired last year by demographic to target and acquire a similar audience this season.
- 3 Identify which products customers typically buy with Christmas trees to provide real-time bundle recommendations during online checkout.

You tell your boss you'll do your best, but you already know gut instincts won't cut it, and this level of analysis requires time, tools, and technical expertise you simply don't have:

Challenge 1: Reaching the limits of spreadsheets

You're working with millions of data points siloed across your company's CRM platform, POS system, eCommerce application, and dozens of other disparate sources. Truly understanding your customers and their end-to-end journeys requires you to download and manually integrate this data — an extremely time-consuming and error-prone process that your trusty spreadsheet simply can't scale to support.

Challenge 2: Moving at the speed of real time

Today's always-on consumers move rapidly across touchpoints and expect a cohesive and relevant journey. To effectively personalize their experience and keep up with the latest trends, you need up-to-the-minute insights. But every time you ask your BI team for help they send you to the back of their request queue. You don't have time to wait, but you also know data becomes stale the second you extract it.

Challenge 3: Going beyond the dashboard

The surface-level dashboards your BI team gives you lead to more questions than answers. You need the ability to explore your data down to the individual SKU level, but are stuck going back and forth with data analysts to get the insights you need. You wish you could access and analyze this data directly, but your BI tool requires coding knowledge and a level of technical expertise you simply don't have.

Sigma for Retail Merchandising

Merchandisers today are under extreme pressure to attract new shoppers, increase basket sizes, promote more profitable products, and drive customer retention. This requires going beyond guesses and gut instincts to understand shoppers faster, at a deeper level, and across more touch points than ever before.

But measuring product affinity, conducting market basket analysis, determining product mix and placement, and optimizing recommendations calls for an entirely new level of data access and analysis. Meet Sigma.

Solution 1: Unlimited scale and speed

Sigma makes it easy to **get a holistic view of consumer behavior and truly understand your best customers** from first-touch through retention. Easily combine and analyze data from across inventory systems, advertising platforms, merchandising applications, and any other source. Crunch through billions of rows of data in seconds thanks to the speed, scale, and sheer power of the cloud.

Solution 2: Real-time access to live data

Sigma connects directly to your BI team's cloud data platform, so **data is always fresh and ready to fuel personalized and on-trend customer experiences**. Plus, the data underpinning your analyses automatically stays up to date, so you can revisit and reuse them any time, no requests for updated extracts required. Stop waiting in your BI team's reporting request queue and get direct access to the data you need when you need it!

Solution 3: Self-service data exploration

Sigma's spreadsheet-like user interface empowers everyone to ask questions and get answers from their data — no coding expertise required. Independently explore data and drill down to the individual transaction or SKU level using familiar, Excel-like formulas and functions. **Make data-driven decisions that deliver increased revenue** by gaining insight into high-value customer segments, the most profitable products, top converting channels, and much more.

“We run lots of tests to figure out what website copy, images, and combinations are going to be most effective with customers. Data-driven decision-making is at the core of our business. Sigma lets the domain experts at Olivela solve business problems without my technical data analytics help.”



Dominic Go
Director of Analytics
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