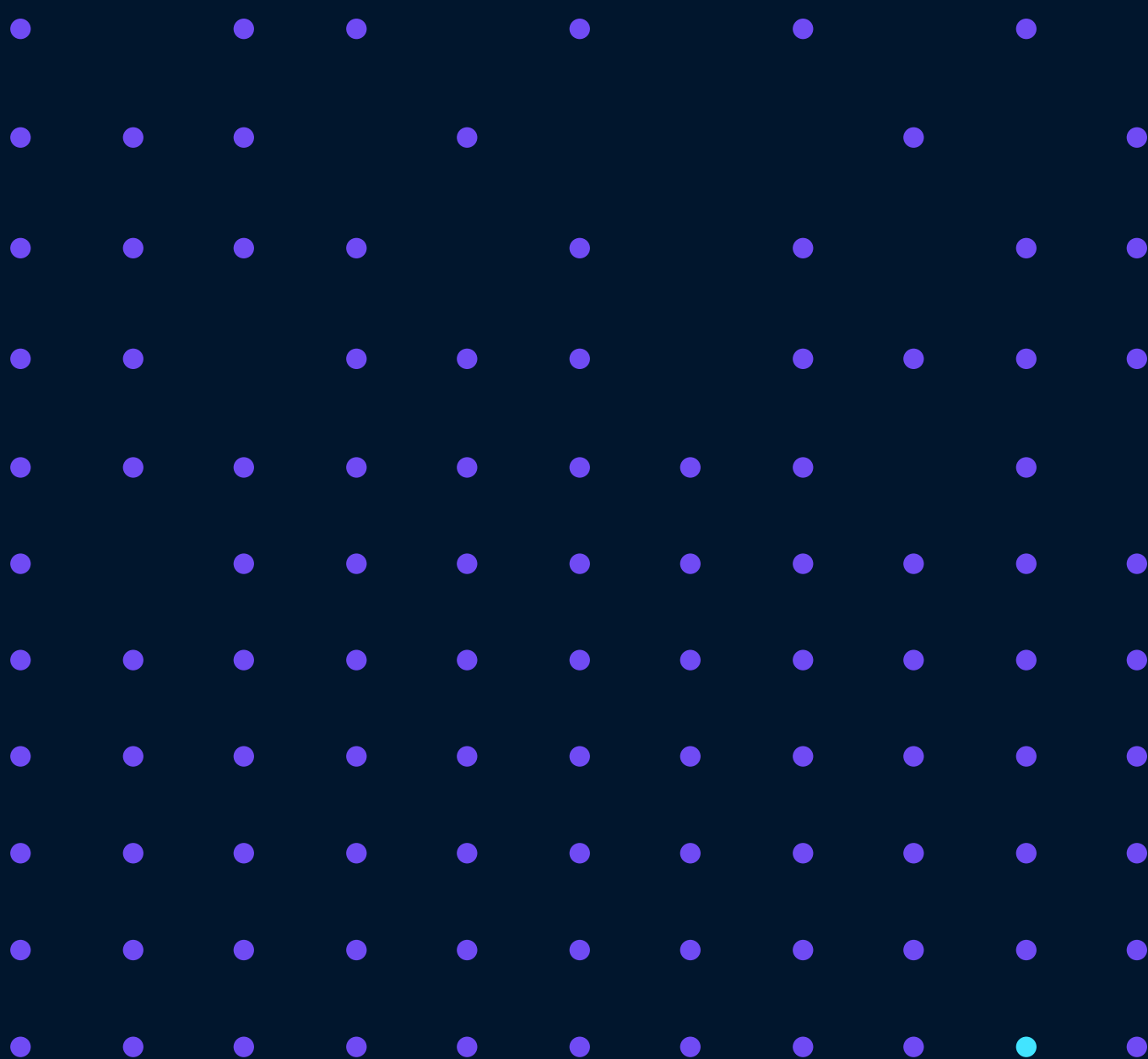


Drive Profitable Category Growth with Algorithmic Category Management

A comprehensive solution for category management powered by advanced analytics and a collaboration platform to help retailers drive profitable sales.

The impact on grocery and essential retail due to the evolving consumer behavior and the changing competitive landscape is especially high during times of disruptions. The present environment has changed the rules of retail permanently and retailers need innovative approaches to manage customer expectations to succeed in a fast, complex, and unified retail environment. To drive best outcomes, react quickly to market dynamics and consistently meet customer expectations, forward thinking retailers are increasingly leaning on analytics driven category management and collaborative execution with brands and suppliers.

ADA Merchandise Analytics for grocery is based on processing data and evaluating relationships between every single product. It sheds light on the various 'ripple' effects such as category / product affinity, promotional and price elasticities, future trends and forecasts that occur across the retailer's product assortment and helps retailers collaborate with their suppliers on a single platform.



Key Benefits



01

Optimize sales
With machine learning-powered forecasts, predict future demand as an input to financial planning as well as for ordering and replenishment processes and instantly track KPIs to identify sales performance issues.



02

Localize assortments or define private label opportunity
Forecast any product and store-level metrics to highlight upcoming trends in brands, flavors, sizes to plan for geo or store specific products. Understand assortment gaps with Pareto/ABC analysis.



03

Increase average basket size
Identify opportunities based on customer behavior and purchasing patterns to improve item visibility, upsell add-on items and discover product affinity or positive product associations utilizing data mining affinity model to create promo bundle packs and planograms.

ADA Merchandise Analytics for Grocery uses advanced analytical models for category planning. Its comprehensive performance analysis covers all angles such as sales & profitability, assortment, promotions, inventory and purchase. Its automated insights & recommendations unearths drivers of category performance and helps category managers optimize the performance of the categories.

ADA Merchandise Analytics for Grocery helps with

Better Category Planning with Predictive Models
Predict sales of the category with demand driven inventory and plan promotions

Collaborative execution with stake holders
Align your plans with internal (Supply Chain, Operations) & external stake holders (Suppliers)

Performance analysis for proactive decisioning
Make proactive decisions to take corrective actions based on performance

Identifying Anomalies/ Exceptions with Prescriptive insights and recommendations
Get analytical insights & recommendations specifically for Category Management

ADA Merchandise Analytics for Grocery

Grow your category profitably with algorithmic category planning, performance analysis and actionable insights and recommendations.

Predictive Algorithms

Intuitive pre-built algorithms help address key use cases such as sales forecasting, store clustering, promotion price optimization, and product affinity. Inbuilt workflows with multi-level approval mechanisms ensure only authorized changes are applied to various downstream systems

Prescriptive Analytics

Get automated recommendations for category, inventory, pricing, promotion performance, assortment challenges and insights along with prescriptions for problem resolution.

Data Visualization and Smart Data Discovery

Pre-built dashboards ensure best of breed data discovery and visualization capabilities for business users with voice and a text-based interface to access the application on the go to gain insights.

Real Time Inventory

Get seamless visualization of inventory data at every point of distribution and real-time alerts on out-of-stock events, enabling immediate replenishment action. Early warnings on potential out of stock items with predictive capabilities allows operational teams to take pre-emptive measures.



Category Analytics

Advanced Analytics

- Sales Forecasting
- Product Rationalization
- Store Clustering
- Promotion Pricing
- Market Basket Analysis
- Out of Shelf

Performance Insights for merchants & buyers

- Sales
- Profitability
- Inventory
- Buying
- Pricing
- Promotions
- Fulfilment

Vendor Link (Supplier Portal)

B2B Collaboration

- Supplier information
- New Product Introduction
- Supplier promotion offers
- Deals & Rebates
- Claims & chargebacks
- Order to Pay Integration

Performance insights for Supplier/Brand Partners

- Demand Insights
- Share of Category
- Competitive analysis
- Offer performance
- Shopper In sight behavior and preferences

Unlock the next-frontier of growth with
ADA's algorithmic category management solution.

Talk to Us

