

Retail Shelf Planner 2009

Analysis & Reporting



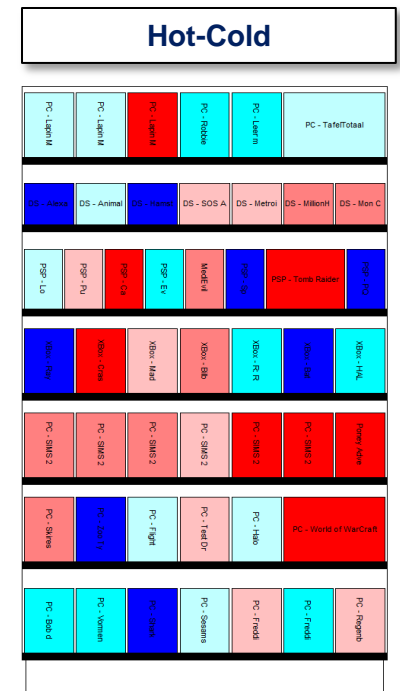
Section 1.

VISUAL ANALYSES



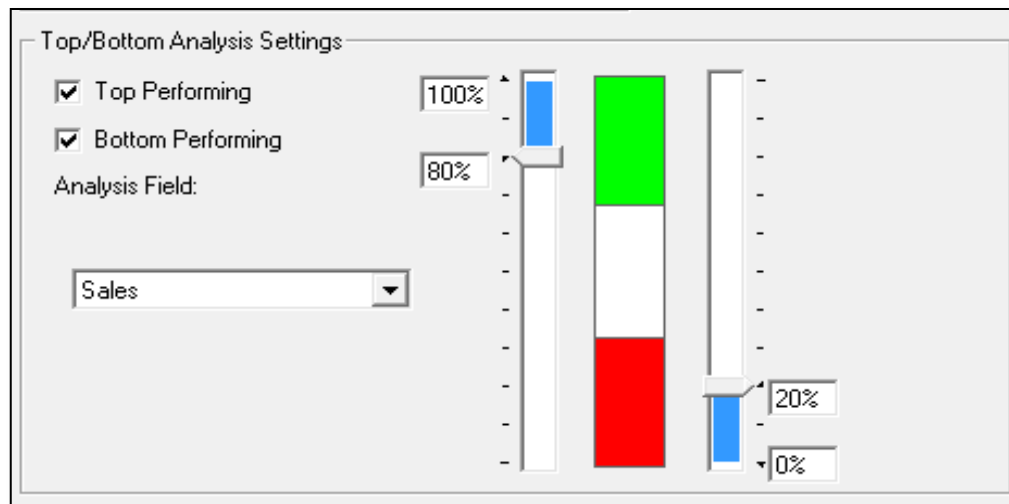
Visual Analyses

- Use the Highlighting feature to quickly check:
 - Where top and bottom performing products are
 - If inventory is in balance with customer demand
 - ...



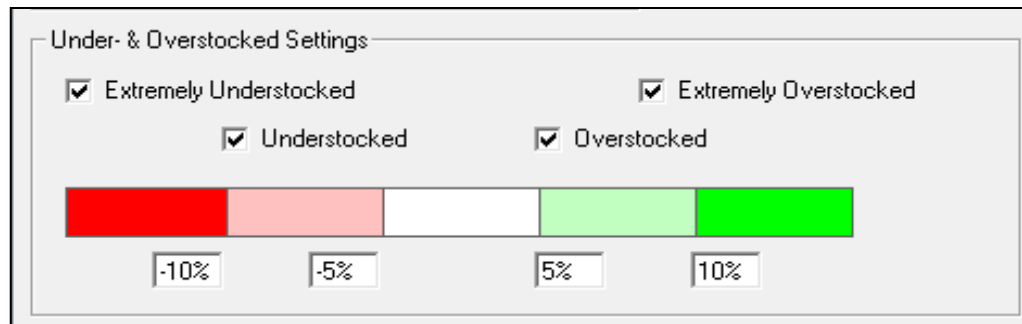
Visual Analyses

- Top-Bottom
 - Select the variable on which you want to rank
 - **Green**: the products that fall in the top x%
 - **Red**: the products that fall in the bottom y%
 - All other products are white



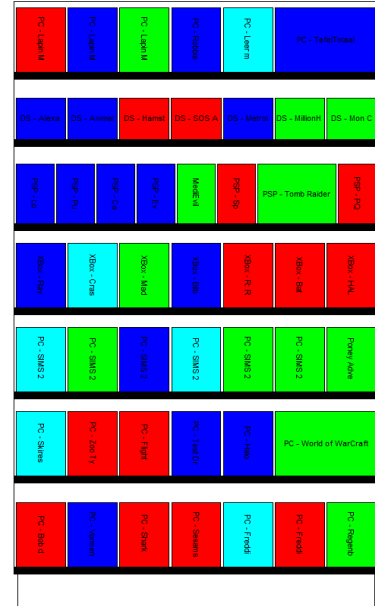
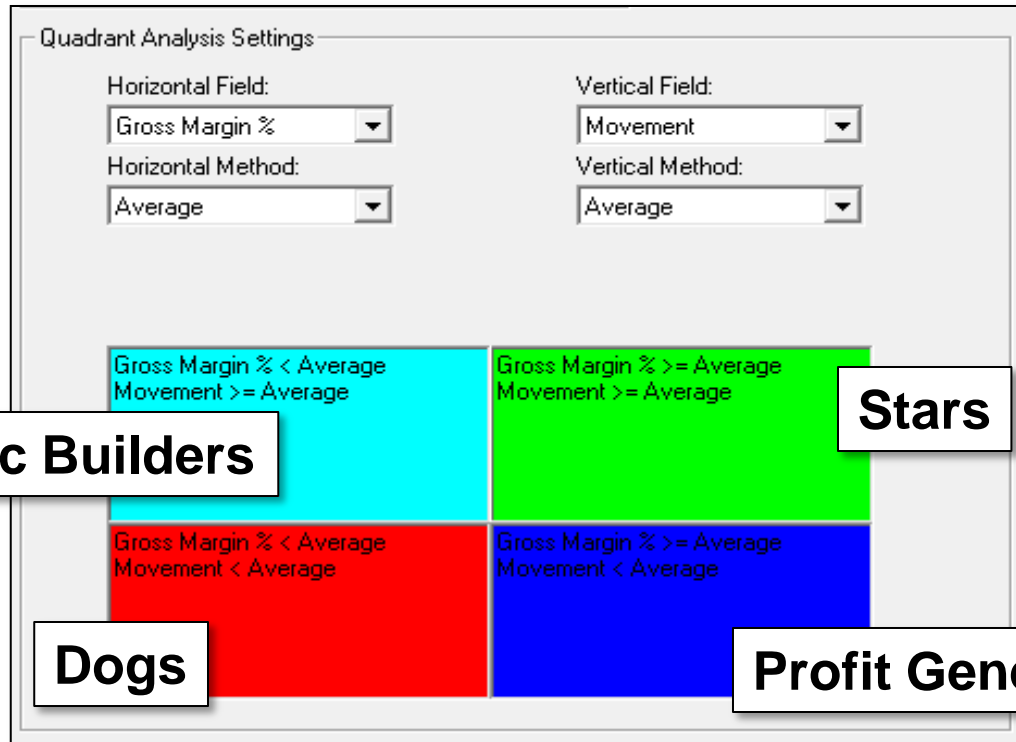
Visual Analyses

- Under- & Overstocked
 - Compares actual units on shelf with Required Units
 - Applies colors based on %-ranges entered in dialog



Visual Analyses

- Quadrant Analysis
 - Compares 2 variables with average or constant value
 - Often used for “Boston Consulting Group” analysis



Visual Analyses

- Characteristic Analysis

- Highlights products based on up to three variables

Characteristic Analysis Settings

SubCategory = PC - Games

Supplier = Electronic Arts

Combining Criteria:

All criteria have to be met

One or more criteria have to be met

Does not meet criteria color:

Meets criteria color:

PC - Legend	PC - Legend	PC - Legend	PC - Legend	PC - Legend	PC - Total
DS - Alexan	DS - Animal	DS - Hamlet	DS - SOS A	DS - Metroid	DS - Mission
PSP - Lo	PSP - Fu	PSP - Cup	Mandel	PSP - SR	PSP - Tomb Raider
Xbox - Rev	Xbox - Crim	Xbox - Mad	Xbox - Ebon	Xbox - R R	Xbox - RB
PC - Legend	PC - Legend	PC - Legend	PC - Legend	PC - Legend	PC - Legend
PC - Legend	PC - Legend	PC - Legend	PC - Legend	PC - Legend	PC - Legend
PC - Legend	PC - Legend	PC - Legend	PC - Legend	PC - Legend	PC - Legend
PC - Legend	PC - Legend	PC - Legend	PC - Legend	PC - Legend	PC - Legend



Section 2.

EVALUATIONS (SCORECARD)



Evaluations

- See all KPI's with the interactive scorecard
 - Automatic hierarchy
 - Total Assortment – Category – Subcategory – SKU

The screenshot shows the 'Evaluate' window with the following components:

- Scope of Evaluation:** A tree view showing the hierarchy from 'Total Assortment' down to 'Xbox - Rayman 3'. The 'Xbox' category is selected.
- Current Evaluation:** A section with a 'Description' field containing 'Total Games Category vs. Xbox'.
- Table:** A table comparing 'Previous', 'Projected', and 'Target' values for various KPIs.
- Buttons:** 'Copy', 'Save', and 'Close' buttons are located to the right of the table.
- Note:** 'Note: Unallocated Products are excluded from the analysis.'
- Compare With:** Radio buttons for 'Previous Evaluation' (selected) and 'Selected Evaluation', with a dropdown menu below.

	Previous	Projected	Target
Sales	€29,591.54	€3,856.65	€3,979.94
Lost Sales	€846.79	€123.29	€0.00
Profit	€8,709.86	€1,085.69	€1,120.87
Lost Profit	€268.45	€35.18	€0.00
Movement	860.8	109.9	113.3
Lost Movement	31.6	3.4	0.0
Average Inventory	€9,495.25	€1,293.04	€1,004.51
Gross Margin %	29.4%	28.2%	28.2%
GPROII	2817.2	354.8	404.1
Stock Turns	95.7	83.0	118.6
Allocated Products	48	7	
Unallocated Products	13	0	



Evaluations

- Compare actual situation with the target
 - Projected column: current situation
 - Target column: if all products would have the correct shelf inventory
- Click a node to see the scores for the selected value
 - Current values move to Previous column (unless you're comparing to a selected Evaluation)
- The copy-button places all values on the clipboard
 - Paste in other applications like Word or Excel
 - Delimited by tabs for easy formatting



Evaluations

- Save the current Evaluation for controlled comparisons
 - Fix the first column by selecting a saved Evaluation
 - Create a report with all Evaluations
 - Remove a saved Evaluation by selecting it and pressing the Delete-key
- Evaluations are not saved in the planogram file



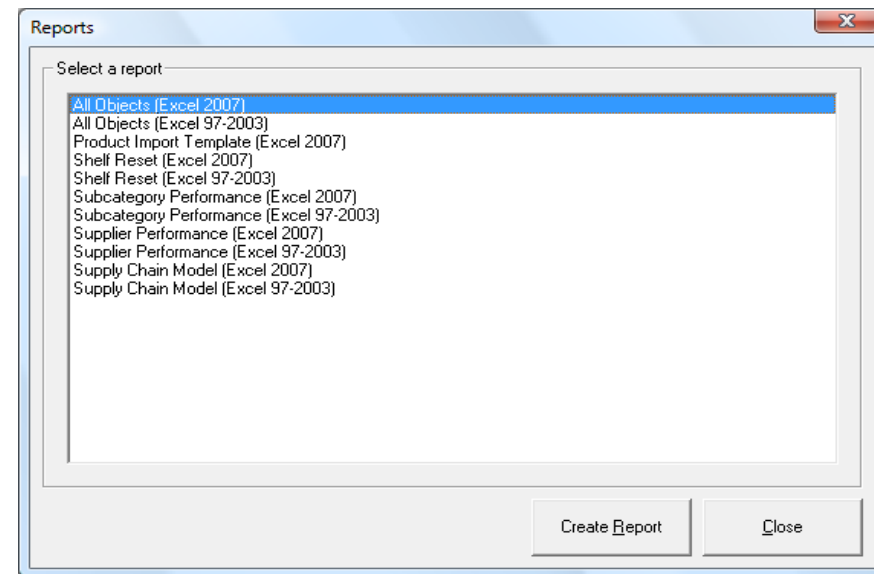
Section 3.

REPORTING



Reporting

- Direct link with Microsoft Excel
 - Versions from Excel 97 – 2007 supported
 - Uses templates (*.xlt, *.xltx, *.xltm)
 - In Reports-subdirectory under the application directory
 - Use the default of build your own



Reporting

- The reporting process
 - The tab-names in the template decide which data
 - Section, Shelf, Product, Position, Evaluation, Supply Chain Model
 - It's not required for all tabs to be there
 - Column headings are automatically added
 - The data is exported
 - The VBA macro “RetailShelfPlannerAutoRun” is run
 - Custom formatting of data
 - Requires security settings in Excel to allow macro's to run

