

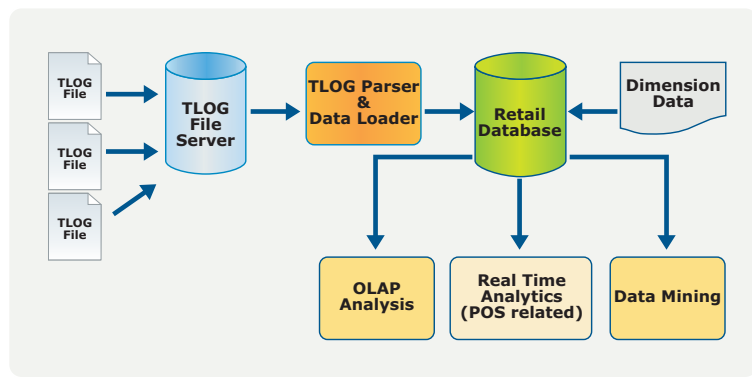
Real-Time Analytics for Retail from Praxis

Real-time analytics complement real-time operational systems. This is imperative for real-time analytics – the ability to use all the available data resources at your disposal to improve your operations and quality of service, at the moment they are called for. Static reports on data that are month-old or week-old, transforming operational data into spreadsheets – these have lost their relevance. **The latent value of real-time data is lost if it is not exploited not utilized within its shelf life.**

Building a capability for providing (near) real-time analytics can lend itself to an enduring competitive advantage for your organization. The technology for capturing real-time data is available to everyone. Praxis has mastered that technology to offer a ready-made solution for **Retail Industry.**

Praxis' Solution: POS-based Near Real-Time Analytics for Retail

Praxis understands the need of the hour for the retail industry and has come up with a ready-made solution that would give you good value for money.



- ✓ Supports different POS devices like IBM 4690, NCR
- ✓ Included built-in Parser for different TLOG files like SA, GSA, Matra
- ✓ Contains a Standard Retail POS Data Model that is based on industry-standard RDBMS like Oracle, SQL Server
- ✓ Data Model fully capable to accommodate POS-associated Master / Reference / Dimension Data
- ✓ Integration of POS data with Data Model to straightway generate a set of POS-related analytics in near real-time

Here is a partial list of analytics that can be generated:



- ▶ Hourly Sales Trend (Number of Transactions)
- ▶ Hourly Sales Trend (Sales Units)
- ▶ Hourly Transaction Profile
- ▶ Location Sales Productivity Scorecard
- ▶ Department, Sales by Banner
- ▶ Department, Item, Sales and Inventory Contribution
- ▶ Comp Store Sales Analysis by Department
- ▶ Candidates for Delisting (Bottom 10% of Sales Value)
- ▶ Area Sales Contribution to Chain

Here are some sample outputs to give you an idea of the look-and-feel:

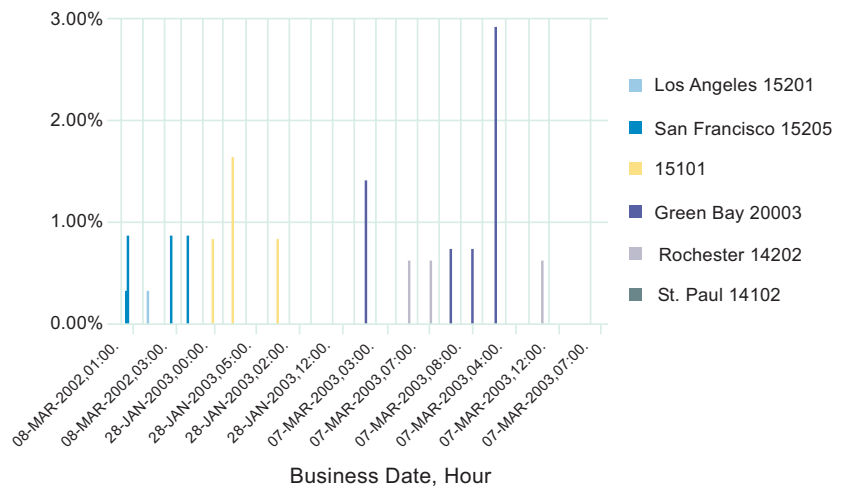
Hourly Sales Trend (Number of Transactions)

This report displays the total number of sales transactions processed hourly, at a location. This enables the identification of most/least productive locations.

Hourly Sales Trend (No of Transactions)

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		% Contrib Hourly No. of Trans to total day (MF)											
		08-MAR-2002				28-JAN-2003							
Business Year	Store	01:00	03:00	03:00	07:00	01:00	02:00	05:00	11:00	02:00	04:00	12:00	
		01:59 PM	03:59 PM	03:59 AM	07:59 AM	01:59 PM	02:59 PM	05:59 PM	11:59 PM	02:59 PM	04:59 AM	12:59 PM	
BY 2002	Los Angeles 15201	0.29%	0.29%										
	San Francisco 15205	0.86%		0.86%	0.86%								
BY 2003	15101					0.82%	1.65%	0.00%	0.82%				
	Green Bay 20003												
	Rochester 14202						0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
	St. Paul 14102												



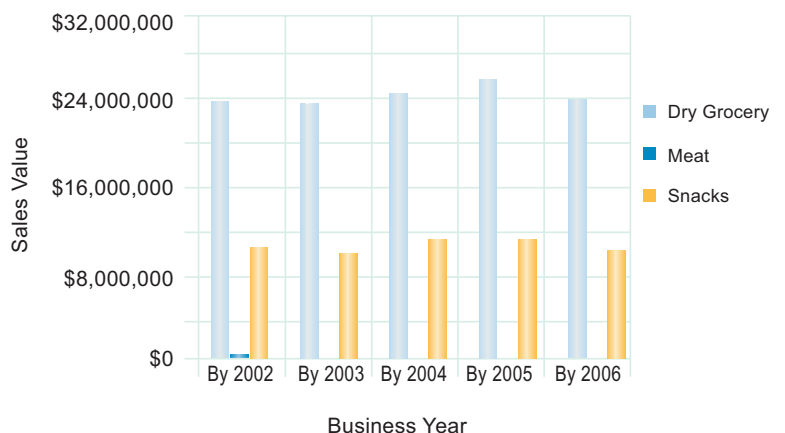
Department, Sales by Banner

It shows sales value organized by department and by banner. This allows analysis of banner sales by department.

Department, Sales by Banner

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Business Year	Department	Sales Value
By 2002	Dry Grocery	\$23,608,799
	Meat	\$238
	Snacks	\$10,368,604
By 2003	Dry Grocery	\$23,496,731
	Snacks	\$10,232,094
By 2004	Dry Grocery	\$24,275,229
	Snacks	\$10,594,440
By 2005	Dry Grocery	\$25,117,060
	Snacks	\$10,961,861
By 2006	Dry Grocery	\$23,922,190
	Snacks	\$10,440,310



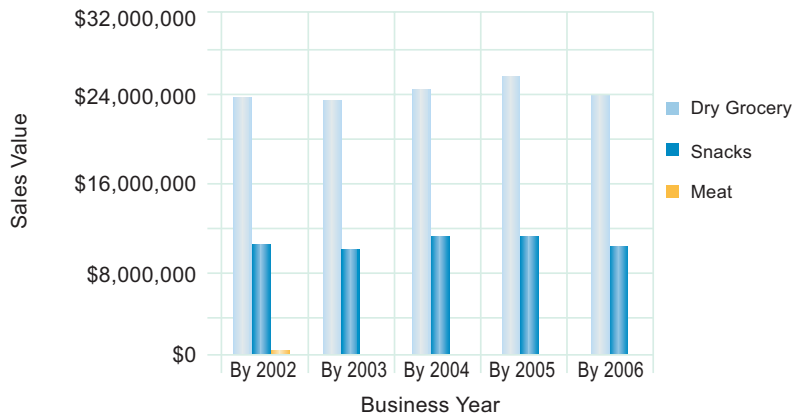
Comparable Store Sales Analysis by Department

This report describes a retailer's sales strength by comparing sales, comparable store sales and variance measures at the division / department level. Comparable stores are stores that have been open for 53 weeks prior to the period, and are still open.

Comp Store Sales Analysis by department

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Business Year	Store Name	Department	Sales Value
By 2002	15101	Dry Grocery	\$2,797,741
		Snacks	\$1,877,724
	Green Bay 20003	Dry Grocery	\$2,564,315
		Snacks	\$843,502
	Las Vegas 15206	Dry Grocery	\$2,841,894
		Snacks	\$698,121
	Los Angeles 15201	Dry Grocery	\$4,883,878
		Snacks	\$3,016,074
	Minn 101001	Dry Grocery	\$1,194
	Minn 14101	Dry Grocery	\$2,258,508
		Snacks	\$842,981
		Meat	\$238
	Newark 14205	Dry Grocery	\$9,941
		Snacks	\$3,741
	Rochester 14202	Dry Grocery	\$3,103,830
		Snacks	\$1,079,676
	San Francisco 15205	Dry Grocery	\$2,342,838
		Snacks	\$911,610
	St. Paul 14102	Dry Grocery	\$2,783,115
		Snacks	\$1,082,433
Tacoma 15102	Dry Grocery	\$21,546	
	Snacks	\$12,741	



For any further detail, please contact

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