

**Client Value Proposition:** Enhance ability to customize and optimize assortment mix by retail format, region, consumer segment, and product/category. Enhance ability to optimize category profitability.

**Strategic Value:** Addresses industry challenges such as moving to a demand pull value chain, managing item proliferation, becoming shopper-centric, and creating innovative products to meet dynamic consumer demands.

**Information and Analytical Capabilities Provided:** Delivers historical and current item level and aggregated sales, margin, profit, and other relevant facts. This information allows for multi-dimensional analysis of product and category performance, e.g. by time period, geographic area, retail format, store, organizational unit, consumer/customer segment, and so forth. The information and analytical capabilities enable clients to actively manage sales and profit performance by product and category by employing leading edge tools and proven best practices for category management and assortment optimization.

**Bonus Opportunity:** Leveraging POS data, syndicated data, and other enterprise data allows for improved Sales and Operations Planning, which sets the stage for improved business performance in such key areas as customer service, inventory performance, supply chain performance, and financial performance.

**Related Modules:** Performance Scorecard, Customer Service Analysis, Inventory Management, and Supply Chain and Operations Analysis

***Meeting Food Industry Challenges***