

Solution specialized in Retail, that helps to achieve a better understanding of customer behavior, by analyzing sales transactions, the product mix, and other factors that impact purchase decisions, in order to maximize sales opportunities in the store.

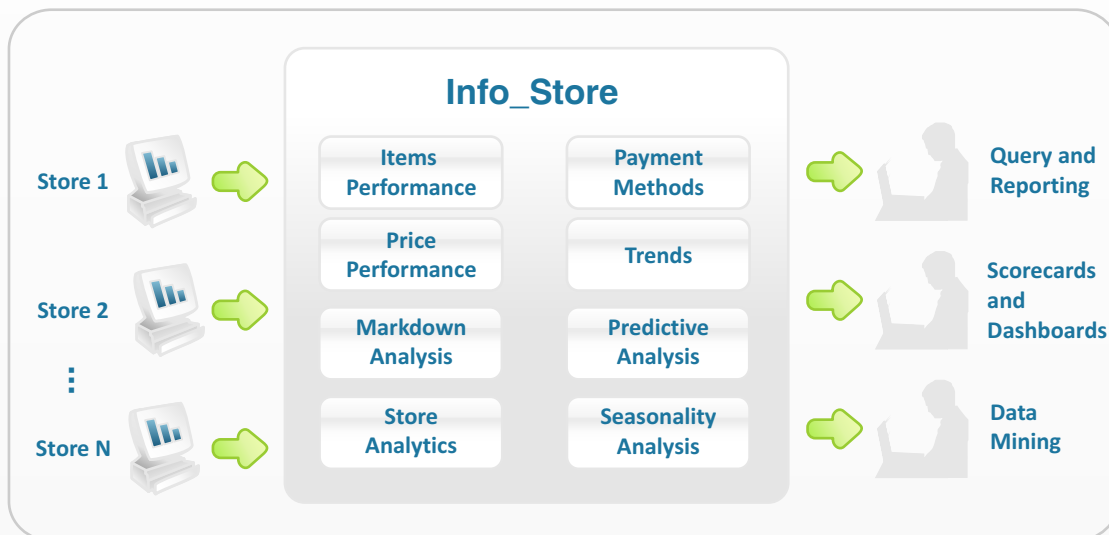


3925 W Braker Lane,
Suite 3.8112
Austin, TX 78759
Phone: (512) 305.0983
riba@siskle.com
cepe@siskle.com

KEY BENEFITS

- ✓ Market basket analysis for a better understanding of customer's purchase habits.
- ✓ Identifies the best and worst sold products on the store, and the correlation between them.
- ✓ Detects the most productive stores, the top traffic hours and the correlation between these elements.
- ✓ Fine tunes the product's life cycle, identifying the most accurate product mix for each market.
- ✓ Predicts market response to price variations over time.
- ✓ Detects the main reasons of merchandise returns, for each store over time.
- ✓ Make more accurate promotions through an Out-Of-The-Box Predictive and Elasticity Analysis module.
- ✓ Analyzes the major sales trends (In terms of products, payment methods, transactions and product's correlation).
- ✓ Upgrades to INFO_MART, for a wider range of Analysis on Merchandising Processes.
- ✓ Provides an instant 360° view of the POS, available to virtually all decision makers.
- ✓ Significant ROI improvement and risk reduction, as a result of a predefined set of industry indicators and a Fast-track implementation methodology.

FUNCTIONALITY DIAGRAM



COMPONENTS

- ✓ Data Warehouse Data Model for Sales Analysis.
- ✓ Flexible views and reports Catalog.
- ✓ Transformation and load processes.
- ✓ Implementation Services (Optional).
- ✓ Web access tool for end user interface

