

Driving business value through analytics for the retail industry

Turn your data into a superpower

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pwc



The digital age is giving retail businesses the opportunity to quickly build a comprehensive understanding of customer value, category dynamics and product profitability. Retail organizations are realizing that data-led insights can create business value at every part of the value chain and in almost every aspect of the business decision-making process.

Stitching the data together to uncover the right insights, and doing it quickly enough to drive business outcomes, is not easy. However, by asking the right questions up front it is possible to make rapid progress with getting your retail and consumer analytics initiatives to support your growth objectives:



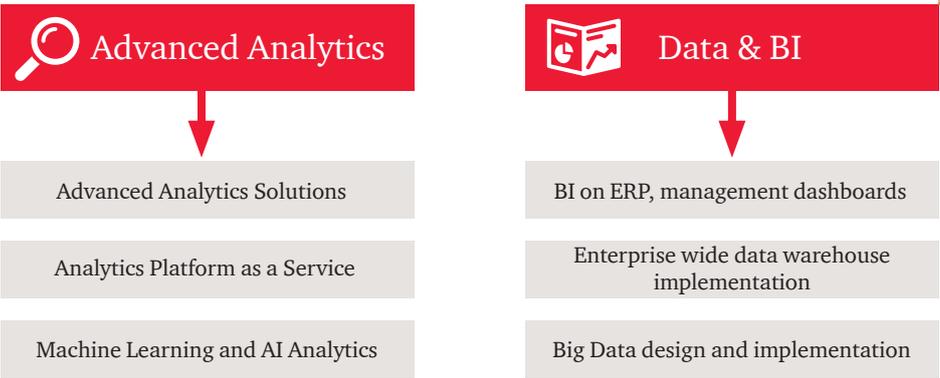
- What are the high-value analytics opportunities for our business? What type of insight could drive significant improvements in our operational performance?
- Do we understand the performance of our existing marketing and sales activities across all channels, and, if not, where are the gaps?
- Do we understand our customers? Can we leverage customer data in order to deliver the right offer to the right customer at the right time to increase sales and enhance customer engagement and loyalty?
- Do we need a new breed of tech-savvy commercial decision makers or can modern technologies empower our existing teams?



PwC can help retailers generate deeper insights across the entire value chain of retail operations, including supply chain, sales and marketing, store operations and customer management. More specifically, we can help retailers:

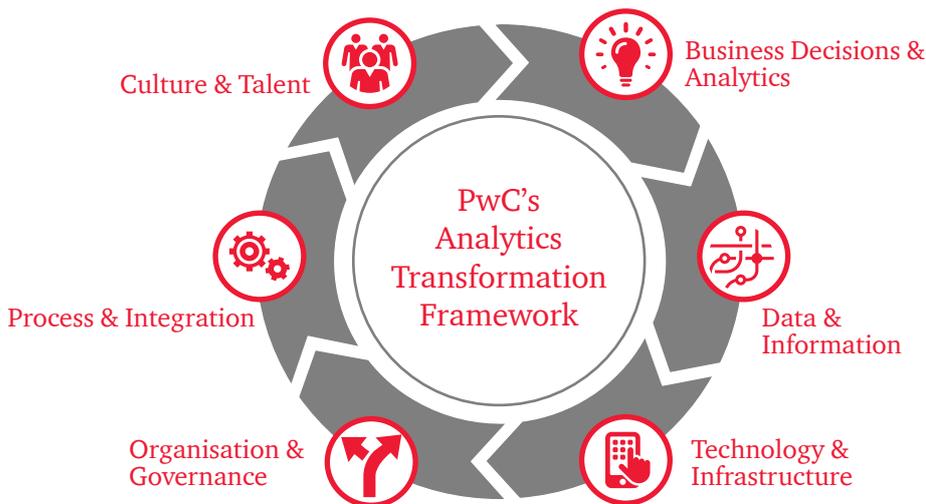
- Develop a 360 degree view of each customer
- Manage Churn
- Optimise advertising, promotional spend and campaigns
- Deliver personalised promotions in real-time to promote cross- and up-selling
- Optimise supply with demand
- Manage inventory
- Enhance operational efficiency
- Adjust pricing in real-time to maximise sales and/or increase profit margin
- Detect fraud

PwC's retail analytics services



PwC's Analytics Transformation Framework

PwC can help retail businesses define data strategies and develop analytics capability for commercial advantage. Recent improvements in modern business intelligence technologies are enabling forward-thinking businesses to put analytics-innovation in powerful hands, empowering non-technical business decision makers to develop their own timely intelligence right from the front line. By leveraging these modern tools and building a business culture which promotes business innovation by all, it is possible to develop incremental analytics capability with reduced reliance on external and back office support functions.



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