

Category Analyzer from StoreNext

The critical sales and profitability information for independent grocery owners, managers, buyers and category managers

Using data from Retailix Store, HQ, RBO or Connected Services for key merchandising decisions has never been easier.



Category Analyzer™ has long provided item movement reporting and analysis capabilities for grocers — both at stores and at headquarters.

And now, Category Analyzer is also available from StoreNext as a Connected Service, eliminating most of the up-front acquisition expense and long-term administration and maintenance costs.

Category Analyzer delivers the critical sales and profitability information that owners, managers, store personnel, buyers and category managers need when making decisions that can reduce inventory, increase sales, raise gross profit and create better merchandise strategies.

Category Analyzer is a graphical tool built on Windows and can operate with the no-cost MSDE or Microsoft® SQL Express® database software. The system also runs on SQL Workgroup® or SQL Standard® to support retailers with larger amounts of movement history storage.

Bill-Back Manager is also available for Category Analyzer users — this powerful option automatically sets up, creates agreements, tracks, reports and invoices vendors for bill-back promos with actual PLU data.

Category Analyzer provides:

- > **Standard reports**
- > **Ad-hoc query capabilities**
- > **Report sorting and display flexibility**
- > **Export/import to Excel, CSV, HTML, XML and text files**
- > **Drill down analysis**
- > **Option for Bill-Back Manager**

Power and Flexibility

By combining movement and retail price data from the POS system with cost data from Connected Services, Retailix Store/HQ or RBO pricing and inventory management systems, Category Analyzer tracks historical item movement, costs and retail by store. This data is stored in Category Analyzer via a hierarchy of pre-established roll-ups, which provide powerful and rapid reporting and analysis capabilities.

Category Analyzer is designed to track item movement by day, week and year. Other time periods can be created to accumulate data for frequently used reports, including:

- > **Rolling 13 weeks**
- > **Period**
- > **Month**
- > **Ad week**

This high level of flexibility empowers you to quickly and easily access information for operations management and decision-making purposes.

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Reporting and Analysis — Standard Reports

Category Analyzer is delivered with the following set of standard reports.

- **Standard item movement reports**
 - ◆ Item ranking by movement
 - ◆ Item ranking by gross profit percent
- **Contribution reports**
 - ◆ Sales contribution percent
 - ◆ Gross profit contribution percent
- **Reports with multiple date ranges**
 - ◆ Date range differences
 - ◆ Date range comparisons
- **Exception reports**
 - ◆ Negative gross profit items
 - ◆ Purchases vs. sales
 - ◆ Zero movement
- **Special formats**
 - ◆ Store ranking by item
 - ◆ Purchases vs. sales
 - ◆ Movement type detail
- **Drill-down reports**
 - ◆ Drill-down category contribution
 - ◆ Drill-down date range comparison
 - ◆ Drill-down sales by month
 - ◆ Drill-down by movement type

Reporting and Analysis — Ad Hoc Analysis

Category Analyzer also supports ad-hoc analysis and custom reporting through a wide variety of additional roll-ups and relationships.

- **Ad-Hoc Analysis**
 - ◆ Department
 - ◆ Category
 - ◆ Vendor
 - ◆ Vendor type
 - ◆ Brand
 - ◆ Buyer
 - ◆ Price link

Store and Headquarters Solution

Whether using StoreNext Connected Services or local licensed software, Category Analyzer can operate for store-level as well as headquarters-level analysis, where it consolidates all item movement chain-wide and provides reporting and analysis for multi-store operators.

Category Analyzer's comprehensive sales and profitability analysis capabilities are included in the Retailix Store™ Plus solution package. It can also be implemented as an option to other Retailix Store and RBO™ solutions — and even IMS™ too. This broad access across StoreNext Retailix products enables grocers to easily access critical sales and profitability information, which is needed for managing daily operations and making strategic decisions.

StoreNext Connected Services

It's all in the wire!

StoreNext Connected Services removes the need for independents to purchase and manage their applications in-house. External acquisition and most start-up costs virtually disappear. By avoiding these expenses up front and subscribing to Connected Services applications at low periodic rates, the grocer's ROI increases dramatically — and your payback is immediate.

StoreNext is the only company that can offer independents this level of Web-based capability. Applications are offered as modules, and grocers may subscribe to as few or as many as are needed.

But regardless of the level of activity, StoreNext "connected" applications offer a number of significant advantages.

- **Instant ROI**
- **Lower costs**
- **Anywhere/anytime data**
- **Leading edge applications**
- **Data consolidation**
- **Greater security**
- **Easiest possible installation**
- **No maintenance or upgrade costs or hassles**