IBM Shopper Insights

Turn Big Data & Analytics into collaborative, actionable insight

Highlights

- Quickly view shopper response to determine effective promo, price and assortment plans and campaigns
- Enable retailer/vendor collaboration via the cloud to execute on a shopper-centric approach
- See performance and trend by product, group and shopper segment level
- True, basket-level analysis: affinity, trial and repeat, item importance and more

Shoppers are empowered like never before. They expect retailers and suppliers to know them and respond accordingly or risk losing their business. Knowing this, successful retailers and suppliers are collaborating to provide tailored solutions to engage and satisfy their most important shoppers, progress lower value shoppers to high value shoppers and generate greater sales, loyalty and profit.

IBM® Shopper Insights adds value throughout the business planning process by:

- Understanding high value shoppers
- Informing corporate strategy
- Supporting marketing initiatives
- Determining merchandising plans in the store
- Facilitating effective collaboration with trading partners

IBM Shopper Insights

IBM Shopper Insights is a cloud-based suite of interactive dashboards. Combining transactional Big Data & Analytics, IBM Shopper Insights provides visibility into shopper behavior.

Through the rapid delivery of analysis focused on the core merchandising functions of assortment, promotion and price, retailers and their trading partners are able to make better decisions to drive win-win results.

IBM Insights dashboards are tailored to business users, not statisticians. They return "speed of thought" analysis. Most return answers in seconds, allowing more time to address key questions during the planning process and at virtually any point along the executional timeline.

IBM Shopper Insights offers basket level analysis to provide understanding, not just of sales and growth, but trips, frequency, basket size, product affinities, trial and repeat and more.

The solution tackles difficult questions such as:

- How are various shoppers responding to price, assortment and promotional initiatives and how are they most likely to respond in future?
- Are we gaining, losing or retaining key shoppers and why?
- Is early course correction needed now to turn potential losses into gains?

Cloud-based collaboration and one version of the truth

Consumer products companies also understand that these insights can enable better solutions in partnership with their retail accounts. Because IBM Shopper Insights is delivered via the cloud, retailers can provide their trusted trading partners with simultaneous access to the same analysis.

This real-time collaboration allows retailers to leverage vendor expertise while still maintaining transparency and control.

Manufacturers can use this information to develop improved merchandising campaigns, marketing plans and product offerings. This common view of the most important asset —the shopper—helps to ensure a better solution for everyone and a winning relationship for the long term.

Speed, adoption and control

IBM Shopper Insights' intuitive user interface helps newer users identify the dashboards that will help answer specific business questions.

The dashboards incorporate familiar controls that enable users to intuitively interact with the insights gleaned and export the raw data to Excel for further analysis.

Retailers can dictate the dashboards, metrics and products to share with different vendors, so proprietary information remains proprietary.

With common data and analytics, teams do not waste time pushing back; they can go to work to drive wins.

Conclusion

IBM Shopper Insights' shopper specific, basket-level insight, predicated on Big Data & Analytics, gives retailers and their partners the ability to deliver effective, shopper-centric merchandising.

About IBM Commerce

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