

# Hyper-local retailing

Uncover opportunities for profitable sales at each store with IBM MetroPulse

Improve store relevancy by incorporating the flow of people, places, weather and events to tailor assortment mix, inventory, and real estate decisions.

## Act now

This solution will transform roles of Demand/ Replenishment Planner, Merchandiser, Real Estate Manager, Store Operations Manager.

## Learn more

[ibm.com/retail-supply-chain](http://ibm.com/retail-supply-chain)



## Industry insights

Store potential quantified based on location-specific demand and sentiment predictions.

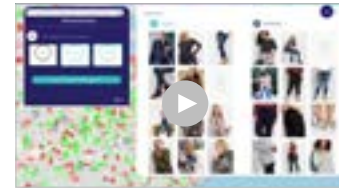
# 8%

Identified 8% revenue potential from recommended optimal new locations and assortment for the B2C channel of a global beverage company.

## Watch the demos

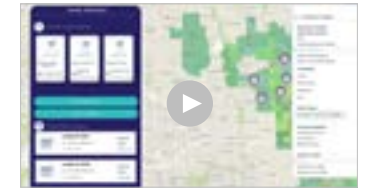
### Fashion demo

7 minutes, 32 seconds



### Grocery demo

7 minutes, 10 seconds



## Why you'll love it

- **IBM MetroPulse** offers a unique combination of advanced analytics—preconfigured to support key retail use cases, and the external hyper-local data from which demand drivers, insights and recommendations can be derived.
- **The Weather Company®** offers reliable and actionable historical and forecast weather information, analytics and insight. Additional datasets may include life-style indices (pollen, air quality, footfall).
- **Social analytics data** (product ratings and reviews from digital analytics provider) at the brand, category and attribute level enable the customer voice and preferences into buying and merchandising decisions.
- **Market transaction data** (from leading shopper insights provider) by category and sub-category by neighborhood, including market share and basket analysis.



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