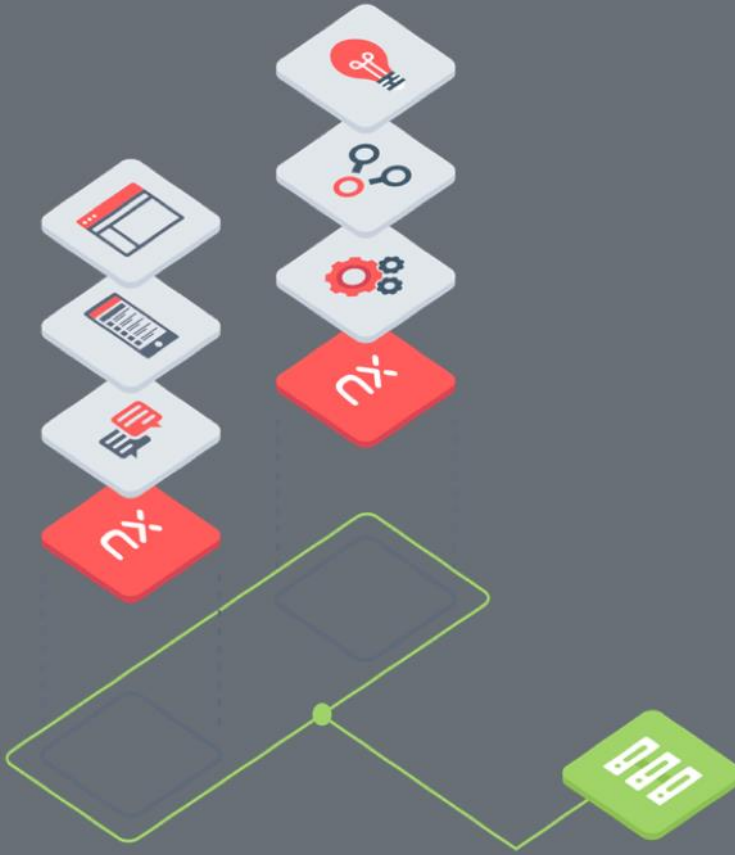


# nextail

Business Intelligence module guide

April 2019



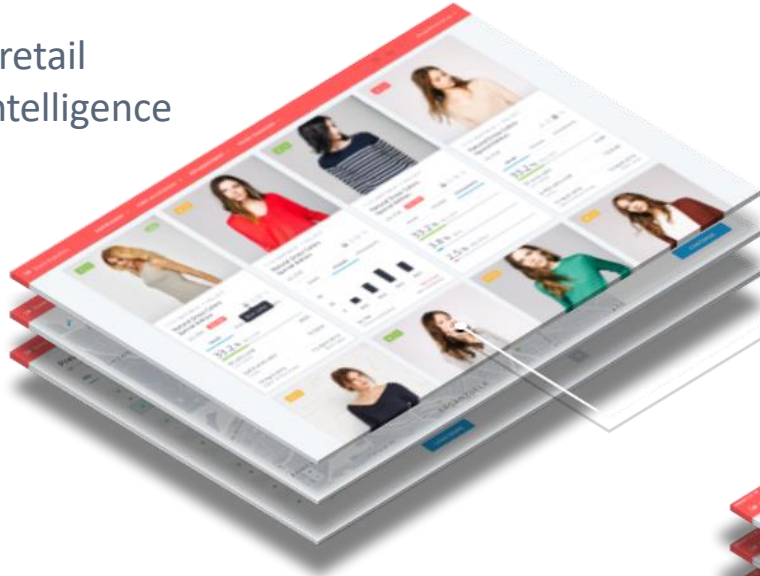


## Agenda

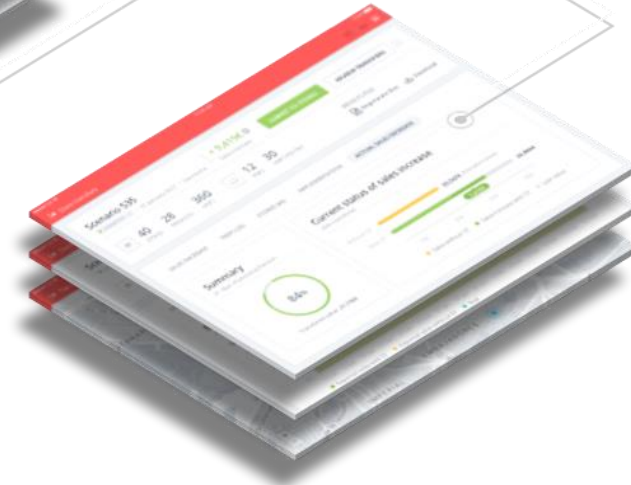
- 1 Introduction to Nextail**
- 2 Getting started
- 3 Main reports: dashboards
- 4 Appendix

# Nextail's ecosystem is an integrated service for retail professionals, from top management to store personnel

Agile retail  
business intelligence



Store mobile  
app



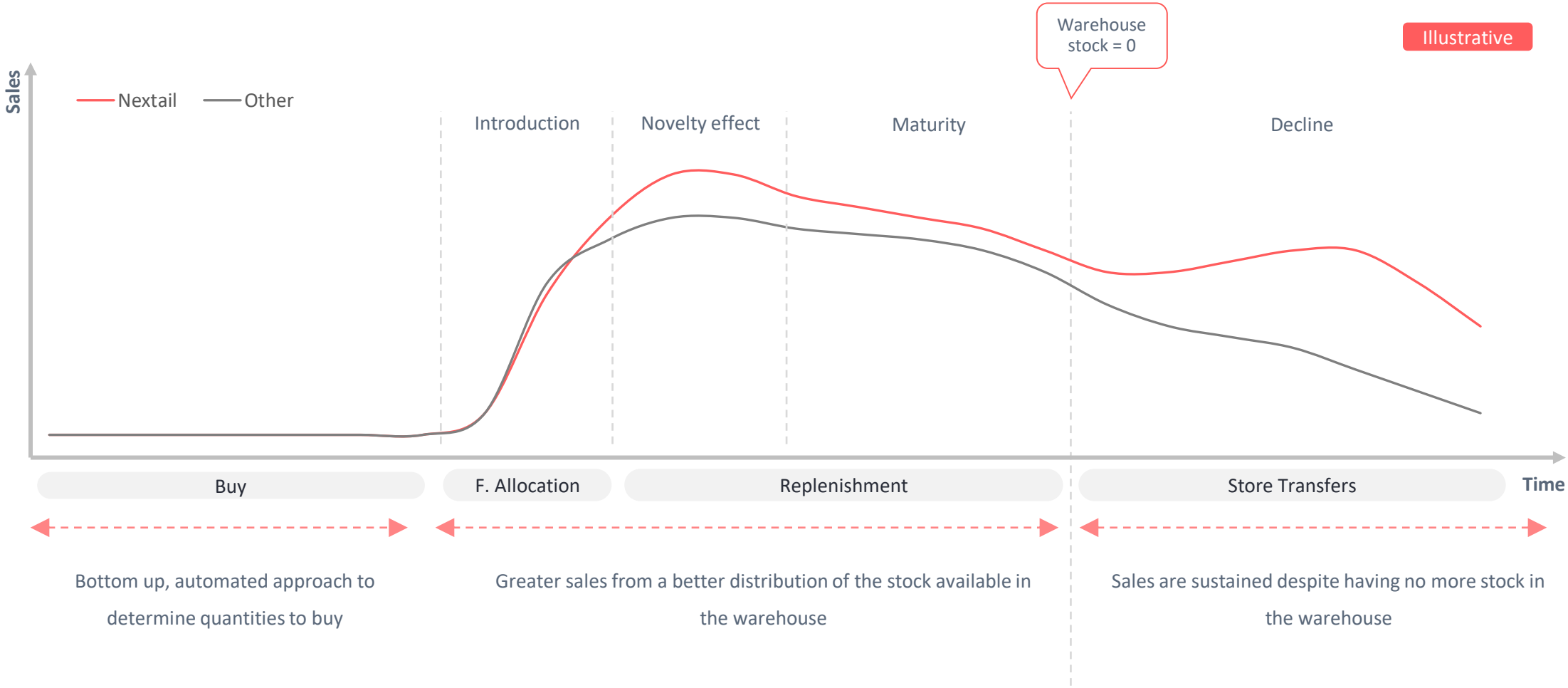
Inventory optimization  
engines

# Nextail helps retailers maximize the return on investment of their stock

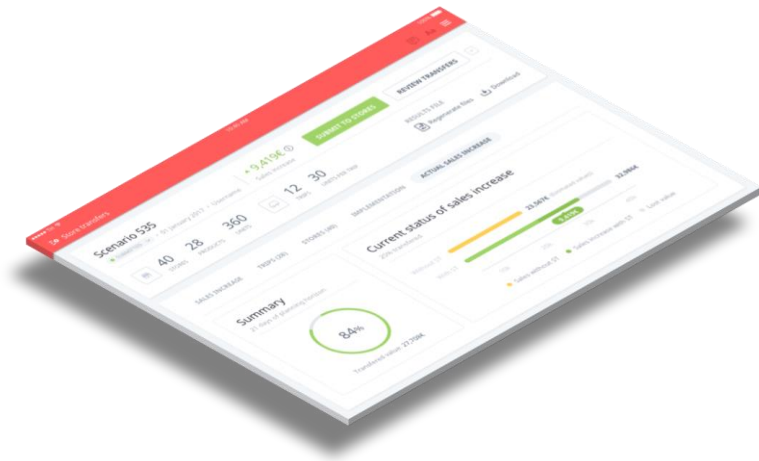
<b>Functionality</b>	<b>Decision</b>	<b>Our philosophy</b>
<b>Buy</b>	How many units of each new product to buy	Identify attributes to create a mid-term bottom-up forecast
<b>New Product Introduction</b>	How many units of a new product to send to each store	Identify patterns that enable to create a forecast
<b>Replenishment</b>	How many units of an existing product to send to each store	Maximize sales probability across the network
<b>Store Transfers</b>	When and how many units to move across stores	Consolidate broken size sets to increase sales

We apply algorithms and machine-learning/artificial intelligence technology to make specific recommendations for complex decisions

# Nextail powers 4 key retail merchandising decisions which improve sales performance throughout the life cycle of the product



# This manual guides users through the Business Intelligence module



## Retail Specific

Sales, coverage, stock-outs and other retail KPIs are always available and easy to adapt to each retail organization



## Freshest Data

KPIs and reports calculated automatically overnight so that retailers can make decisions first thing in the morning.



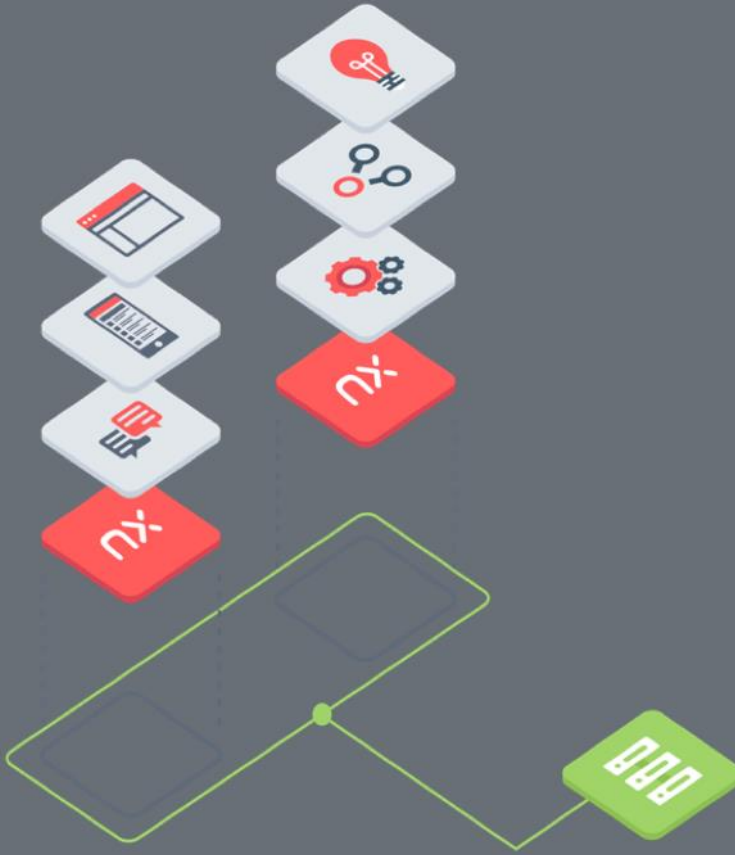
## Multi-platform

Available on PC, tablet or phone



## Very visual

Designed as a consumer app, it is very intuitive and easy to use

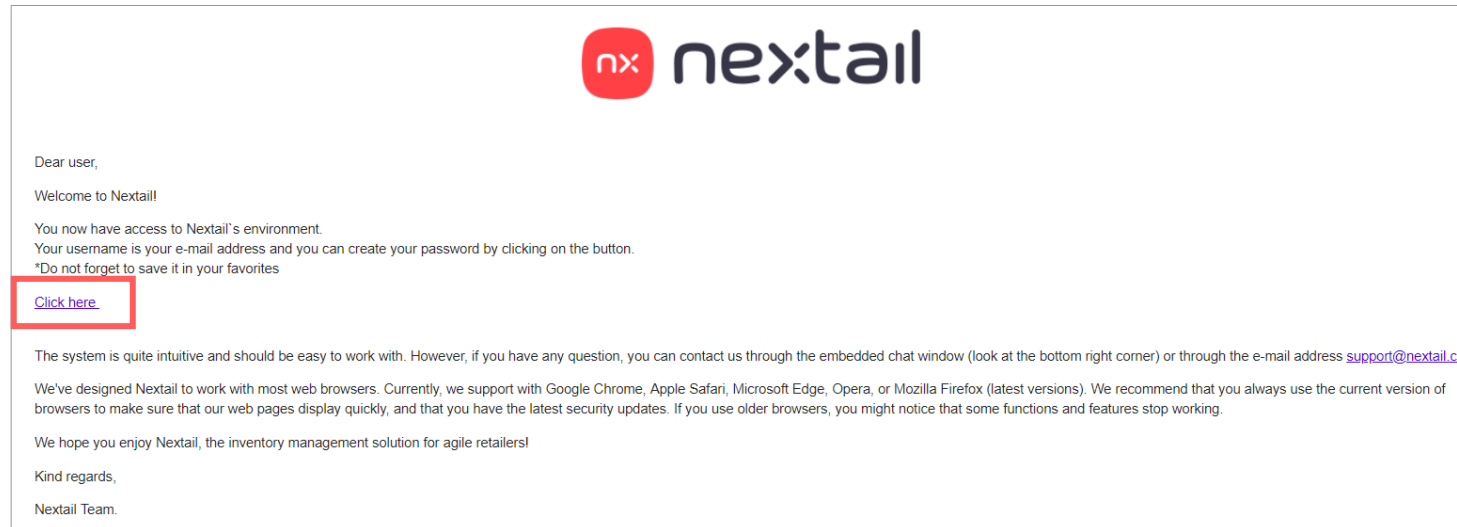


## Agenda

- 1 Introduction to Nextail
- 2 **Getting started**
- 3 Main reports: dashboards
- 4 Appendix

# You need to follow a few simple steps to register as a Nextail user

1| Nextail team will create your user and you will receive a welcome email:



2| Access Nextail platform from this email by clicking on the hyperlink (token valid to register within the next 72 hours )

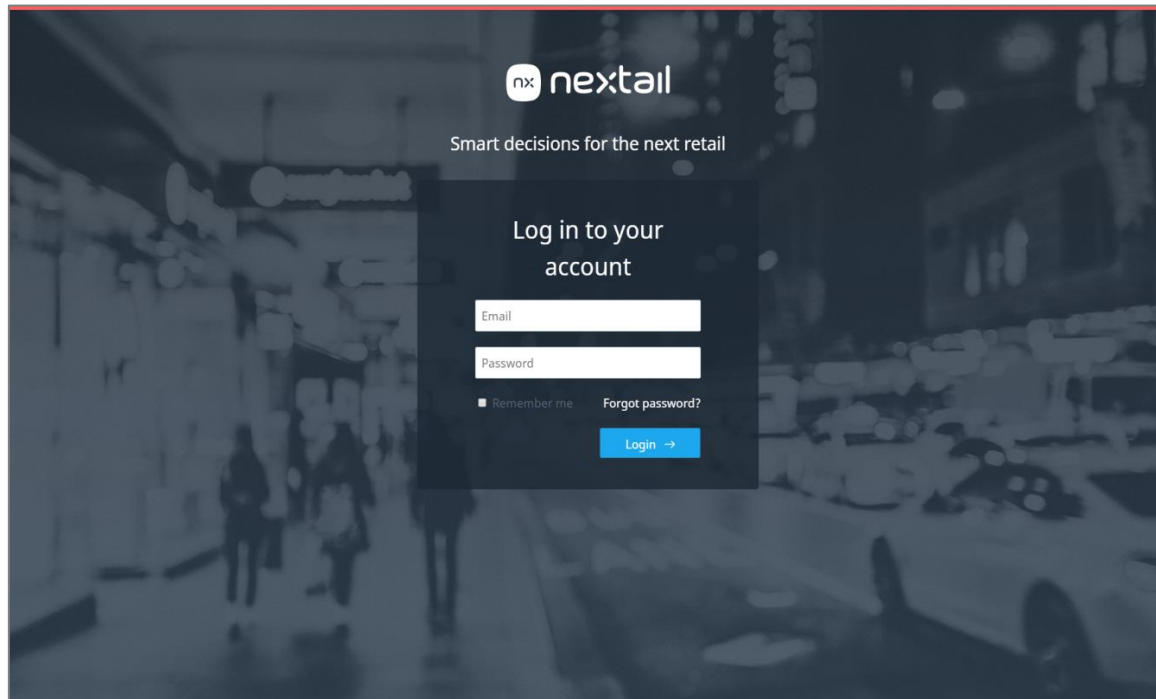
3| Think of a preferred password and put it twice as requested (it must contain at least 1 number and 1 capital letter)

4| Tips:

- Save Nextail platform URL (<https://clientname.nextail.co/admin/login>) as a bookmark in your internet navigator for future use (the link within the welcome email will expire)
- Do not use Internet Explorer, we work with other navigators: Google Chrome, Safari, Microsoft Edge and Mozilla Firefox



After having registered and created your password, you can log in to your Nextail account by navigating to “clientname.nextail.co” on your favorite browser



- 1 Introduce your user email and password in the Email and Password fields
- 2 Click on the Login button
- 3 Tick the box Remember Me to save your details for the future
- 4 You can recover your password by clicking on Forgot password?

# After logging in you will access the home screen and different areas of the platform

Dashboards show business metrics to visualize performance

Business application modules to optimize First Allocation, Replenishments and Store transfers

Data regarding sales, stock position, product, stores and promotions

Allows you to edit your profile, access the Knowledge base and logout

**Filters**

**PRODUCTS**  
 All  Top  Bottom

**PERIOD (DAYS)**  
 7  14  30  Custom

**STORE**  
 Store Category  
 Country  
 City  
 Store

Store Type  
 A  B  Others  
 Include closed stores

**PRODUCT**  
 Product Category  
 Section  
 Season  
 Family

Clear filters

**Top Products**

Rank	Product ID	Product Name	Price (€)	SELL OUT (%)	Units Sold (SALES PERIOD)	Revenue (€)	Units Sold (TOTAL)	Revenue (€)
1	A-03301041	DEMO DRESS 07	399.90	65.6%	708	283,129.20	3,554	1.42 m
2	A-03103021	DEMO DRESS 05	459.90	67.2%	410	188,559.00	2,503	1.15 m
3	A-03301061	DEMO SKIRT 08	269.90	46.3%	295	79,620.50	1,287	347,361.30
4	A-02001027	DEMO SHIRT 10	269.90	42.8%	289	78,001.10	1,267	341,963.30
5	A-03105081	DEMO SKIRT 06	269.90	56.2%	249	67,205.10	592	159,780

Walk Throughs

Visualization options: choose from cards or list

# Help is available through our Knowledge Base and support chat

The image shows two parts of the Nextail user interface. On the left is a chat widget with the Nextail logo and a 'New conversation' button. A red box labeled '1' highlights the chat icon in the bottom right corner. On the right is a dashboard with a navigation menu at the top. A red box labeled '2' highlights the 'Help' option in the user profile dropdown menu. Below the navigation menu is a 'KPI Reports' section with a line chart titled 'Sales vs Last year'. Below the chart is the 'Nextail Knowledge base' section, which contains six cards: 'First Allocation', 'Replenishment', 'Store Transfers', 'Glossary of terms', 'Business Intelligence', and 'Troubleshooting'. A search bar is located above the knowledge base cards.

- 1| **Contact** us by clicking here. A chat with our support team will open up
- 2| Select the option "Help" to access the Nextail **Knowledge Base**

# You can customize your user profile according to your preferences

**nextail** DASHBOARDS ▾ BUY (▲) ▾ FIRST ALLOCATIONS ▾ REPLENISHMENTS ▾ STORE TRANSFERS ▾ DAILY DATA ▾ MASTER DATA ▾ LOGS ▾ ADMIN ▾ @nextail.co ▾

## Edit Profile

@nextail.co

CHANGE PASSWORD

New password

Confirm Password

PERSONAL DATA

First Name

Last Name

Time Zone (GMT+00:00) UTC ▾

Language English ▾

Phone Number

Job Position

STORE

Selected Store 917 - ACME STORE 003 ▾

SECURITY DETAILS

Current login 2018-02-16 15:52:56 UTC (from 88.19.47.39)

Previous login 2018-02-15 09:45:07 UTC (from 88.19.47.39)

[Apply changes](#)

You can change your **password** (it must include at least one capital letter and a number)

Update your personal **information**, including language

Manager can change profile to see **a specific store or all stores**

**Confirm** changes by clicking here

Profile

Help

Support

Logout

# As a Manager, you can switch to store mode using the profile editing options

nextail DASHBOARDS BUY FIRST ALLOCATIONS REPLENISHMENTS STORE TRANSFERS DAILY DATA MASTER DATA LOGS ADMIN fiorella@nextail.co

### Edit Profile

fiorella@nextail.co

CHANGE PASSWORD

New password

Confirm Password

PERSONAL DATA

First Name

Last Name

Time Zone (GMT+00:00) UTC

Language English

Phone Number

Job Position

CONTENT RESTRICTIONS

Store

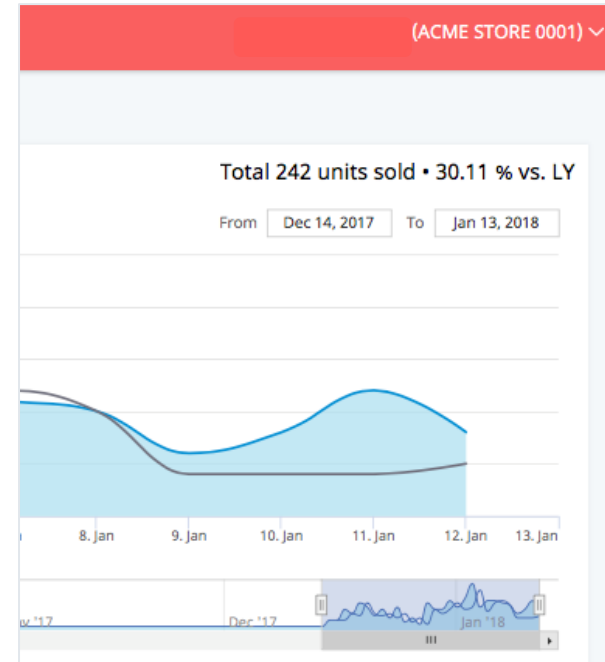
Product

STORE

Selected Store

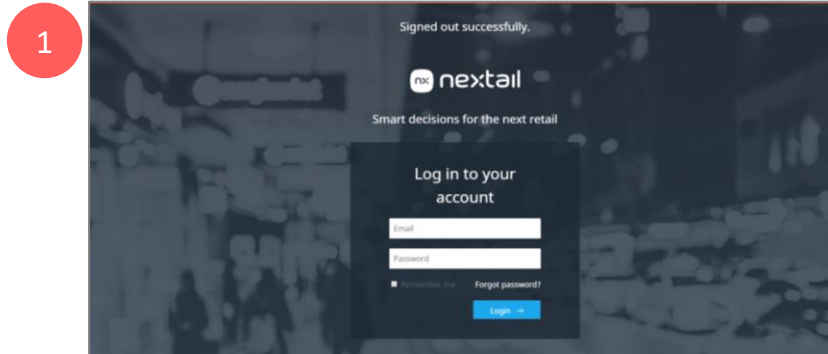
Select the **desired store** from the drop-down list

- All Stores
- ✓ A0001 - ACME STORE 0001
- A0002 - ACME STORE 0002
- A0003 - ACME STORE 0003
- A0004 - ACME STORE 0004

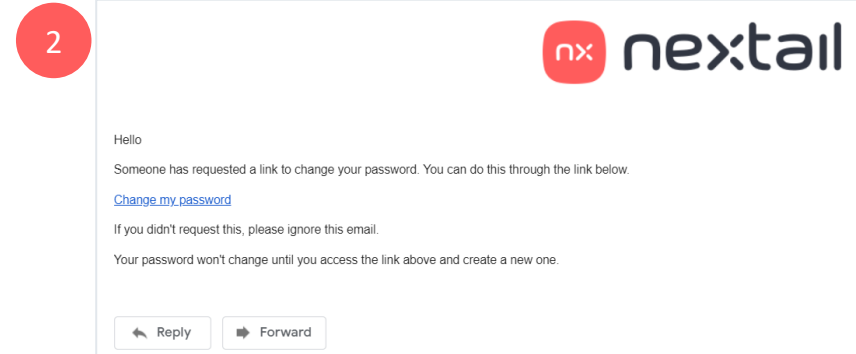


Your user profile will change for both the web and mobile app versions

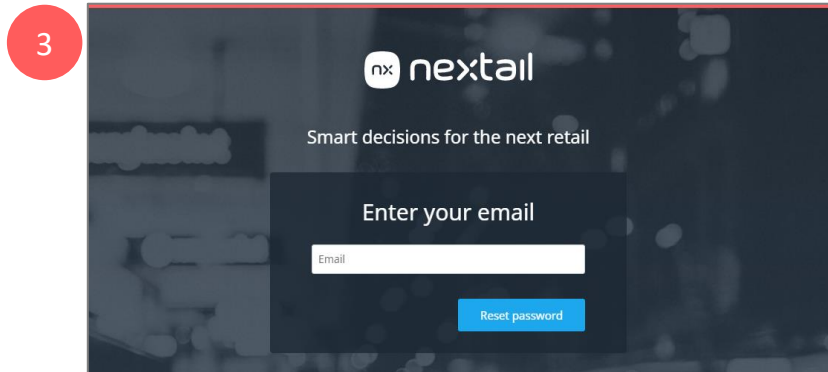
# If you forget your password it can be reset from the login page



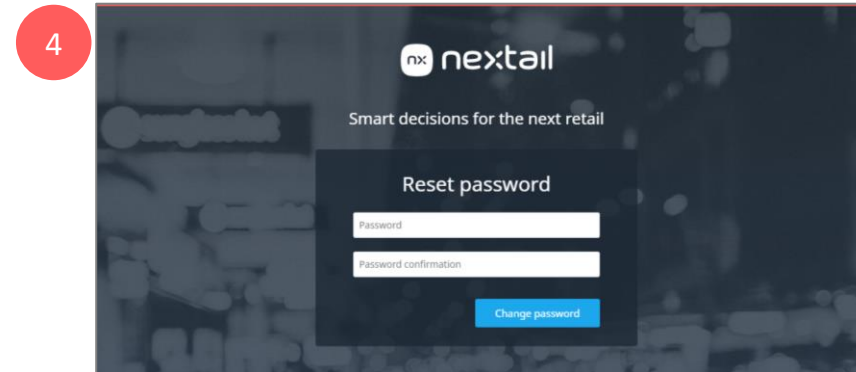
Enter your email and tick **Forgot password?**



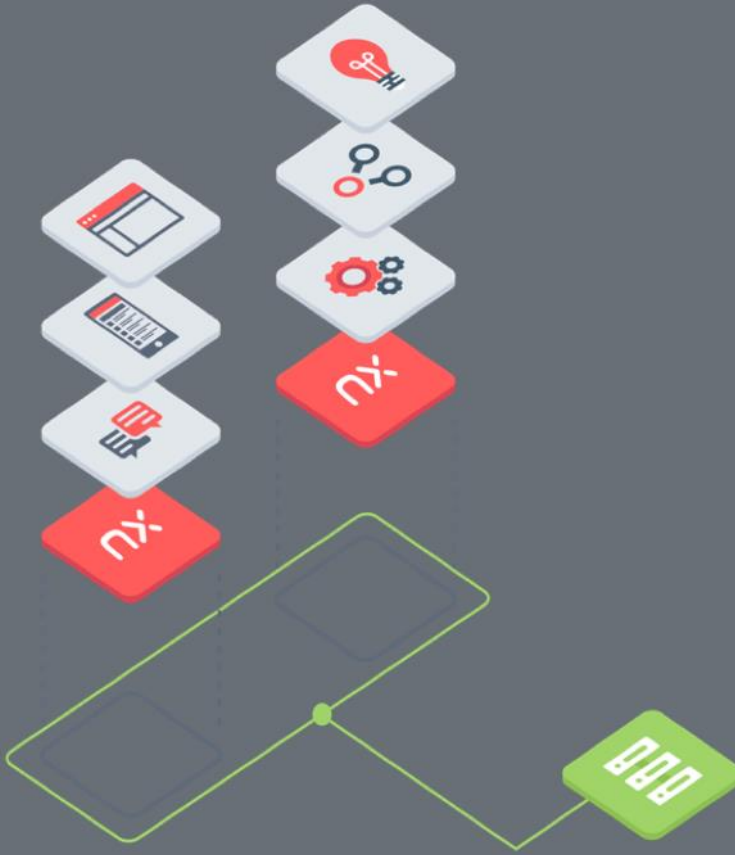
Click on **Change my password** in the email you receive



Introduce your email and click **Reset password**



You will be directed to a similar screen where you have to introduce your new password twice and click **Change password**



## Agenda

- 1 Introduction to Nextail
- 2 Getting started
- 3 **Main reports: dashboards**
- 4 Appendix

# The menu dashboards contains all information available in the Business Intelligence module

## Dashboards

Shows key business metrics, top selling products and top selling stores with several display options, products with no sales and helps identify ghost stocks and zero sales.

The screenshot displays the Nextail Business Intelligence dashboard. At the top, a red navigation bar contains the Nextail logo and a menu with items: DASHBOARDS (highlighted with a red box), BUY (▲), FIRST ALLOCATIONS, REPLENISHMENTS, STORE TRANSFERS, DAILY DATA, MASTER DATA, LOGS, and ADMIN. The main content area is titled 'Top Products' and features a grid of product cards. A dropdown menu is open over the 'DASHBOARDS' menu item, listing the following options: KPI Reports, Top Products, Top Stores, Product Treemap, Store Treemap, Disaggregated Info, Zero Sales, and Ghost Stocks. The product cards shown are:

- DEMO DRESS 07** (A-03301041): Price 399.90 €. Sales: 65.6% sell out. 708 units sold (Sales Period), 3,554 units sold (Total). Sales Period Total: 283,129.20 €. Total: 1.42 m €. First Sale: 16 Dec 2016.
- DEMO SKIRT 08** (A-03301061): Price 459.90 €. Sales: 67.2% sell out. 410 units sold (Sales Period), 2,503 units sold (Total). Sales Period Total: 188,559.00 €. Total: 1.15 m €. First Sale: 16 Dec 2016.
- DEMO SHIRT 10** (A-02001027): Price 269.90 €. Sales: 42.8% sell out. 289 units sold (Sales Period), 1,267 units sold (Total). Sales Period Total: 78,001.10 €. Total: 341,963.30 €. First Sale: 16 Dec 2016.
- DEMO SKIRT 06** (A-03105081): Price 269.90 €. Sales: 56.2% sell out. 249 units sold (Sales Period), 592 units sold (Total). Sales Period Total: 67,205.10 €. Total: 159,780. First Sale: 16 Dec 2016.

Each product card includes a 'SALES STOCKS STOCKOUTS' tab bar and a 'Walk Throughs' button in the bottom right corner.



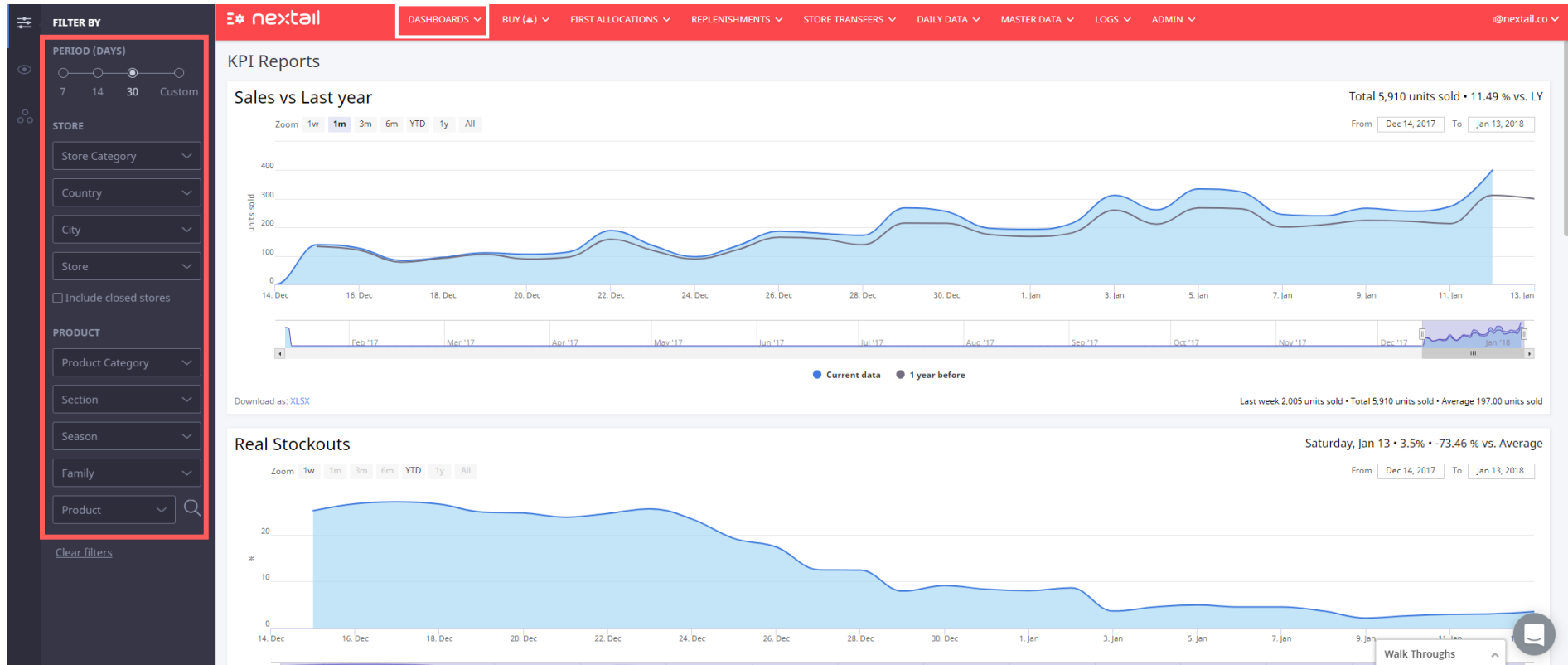
# KPI Reports allows access to the most relevant business information - sales & stocks

Filters can be applied at Store or Product level:

**Period (days):** You can select the quantity of days you want to analyze or custom the range

**Store:** You can monitor either a specific store or a group of stores by city, country or store category.

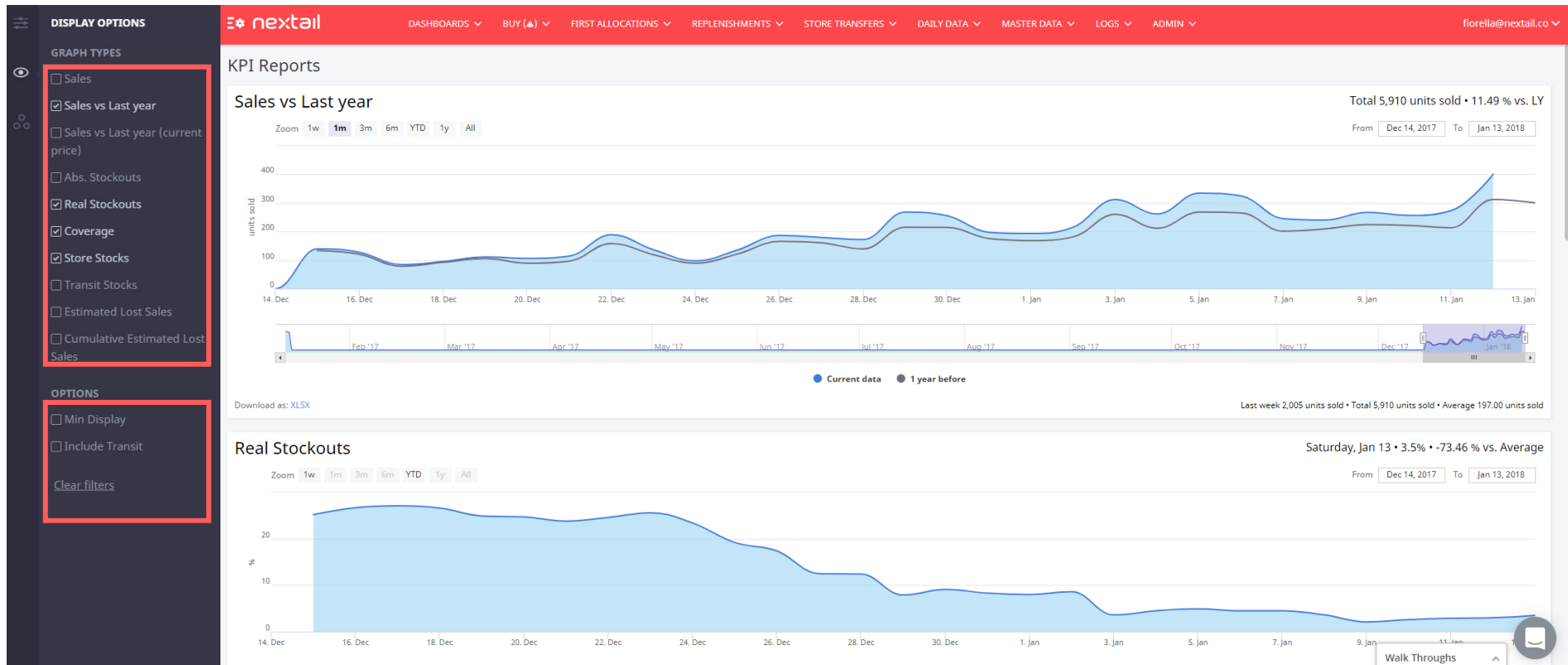
**Product:** You can also select the information for a specific product category, section, season or family.



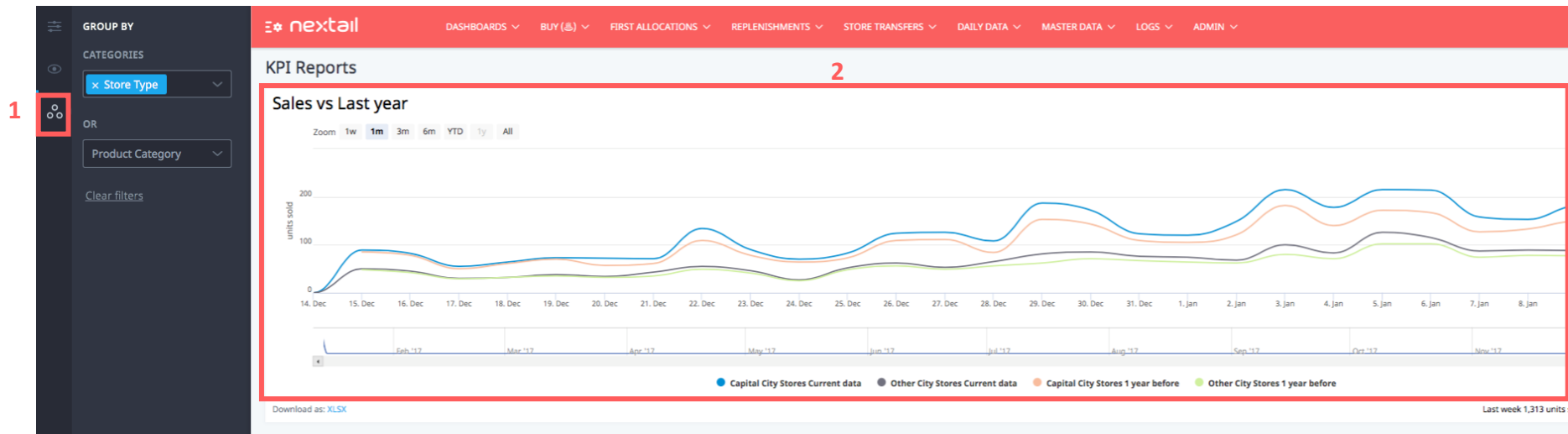
# KPI Reports also offers different display options for the information

The Display Options menu allows to select the most relevant information for the company, related to sales, stocks, coverage or stockouts

It is also possible to see the minimum display required and stocks in transit



# You can also visualize KPI reports by using the “Group by” filter



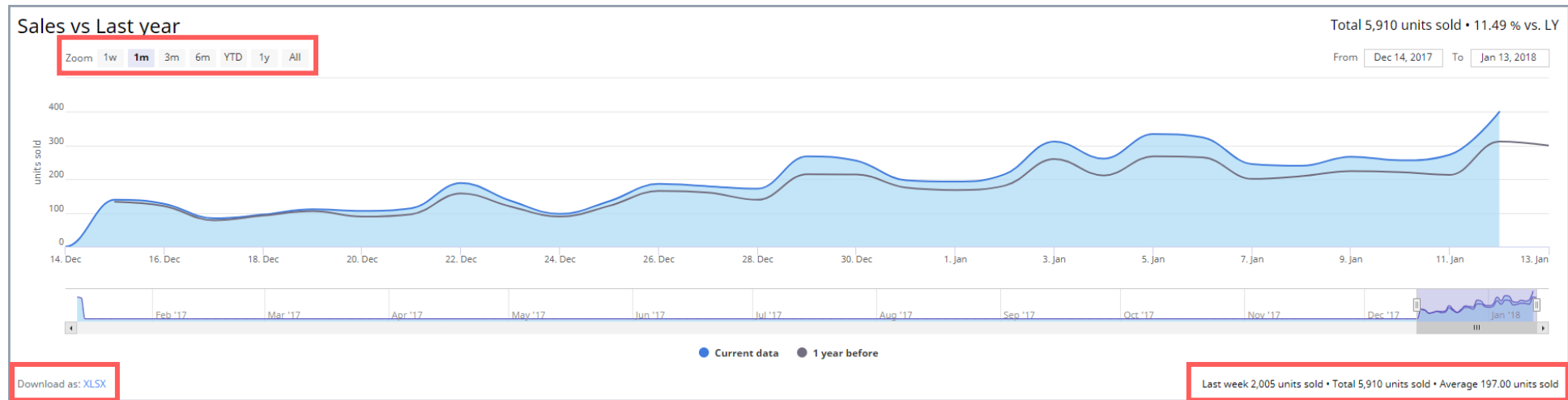
1| By using the filter “Group by” you can view the KPI graphs disclosed in various groups for Store Category or Product Category.

2| In this example the selected filter has been Group by Store Category “Store type” and the KPI graph curves now are divided into “Capital City Stores” and “Other City Stores”

# KPI Reports can be filtered by period, downloaded and also show extra detail at the bottom

## Predefined filters:

1 week, 1 month, 3 months,  
6 months, Year To Date, 1 year and all



Information can be  
downloaded in an excel file

You can see the detail of units sold for the  
selected period, in total and on average

# KPI Reports, an example of last 30 days sales for the products within a specific family

**FILTER BY**

**PERIOD (DAYS)**

7 14 30 Custom

**PRODUCT**

Product Category

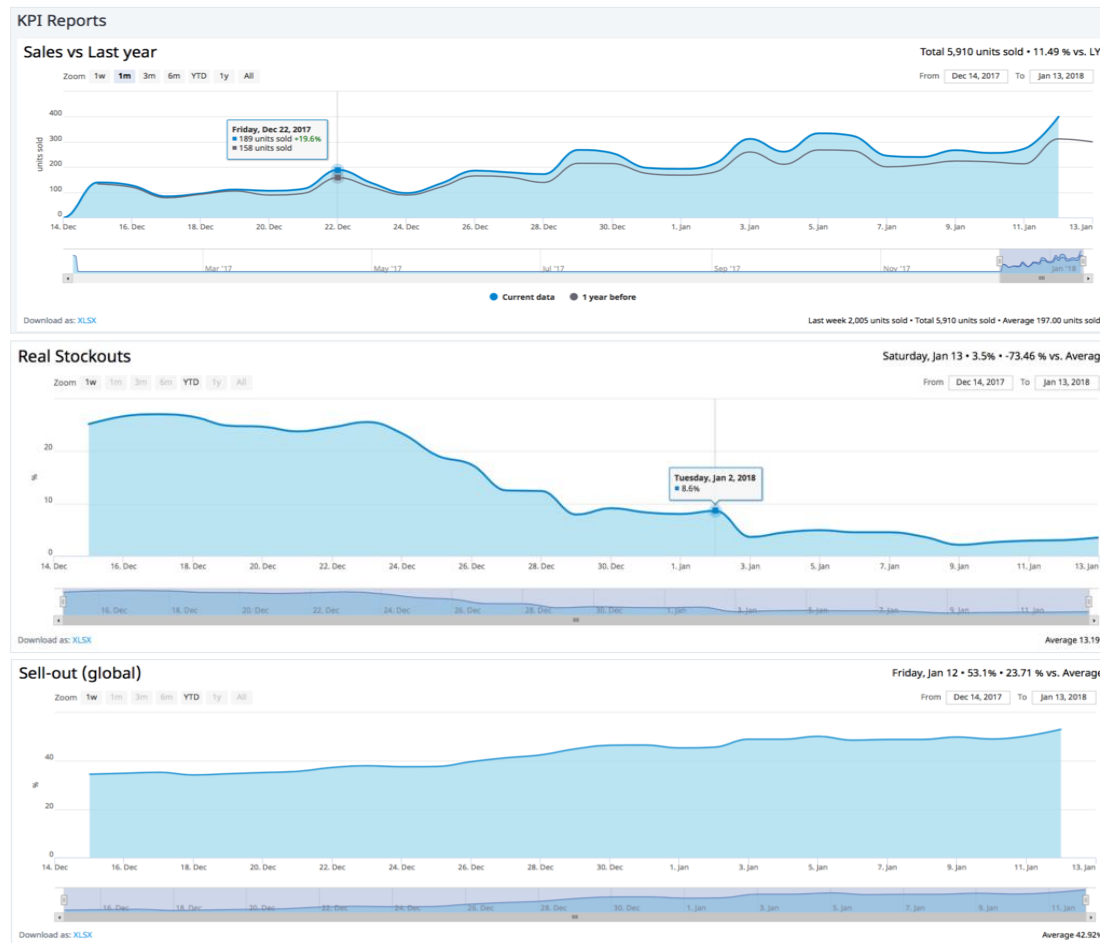
Section

Season

SHIRTS

Product

Clear filters



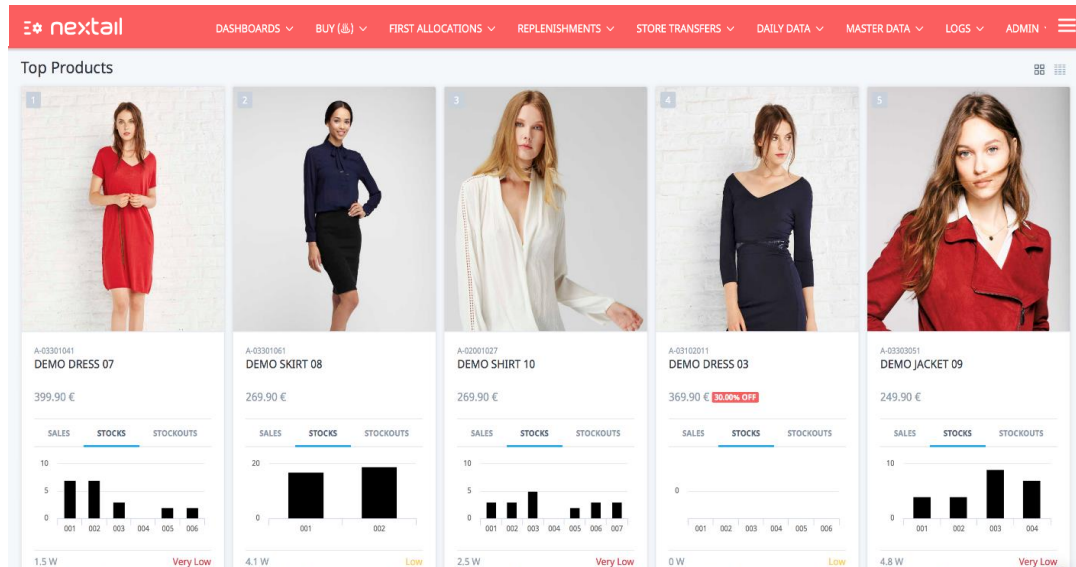
Sales of shirts in a specific period compared to the sales of the same product, for the same period the previous year, to compare year-on-year evolution

Real Stockouts of shirts for the last months displays the evolution of out of stock products for the selected category during a specific period

Sell out of shirts for 1 month displays the evolution of successful sales

# Top Products ranks products by sales value, from best to worst sellers

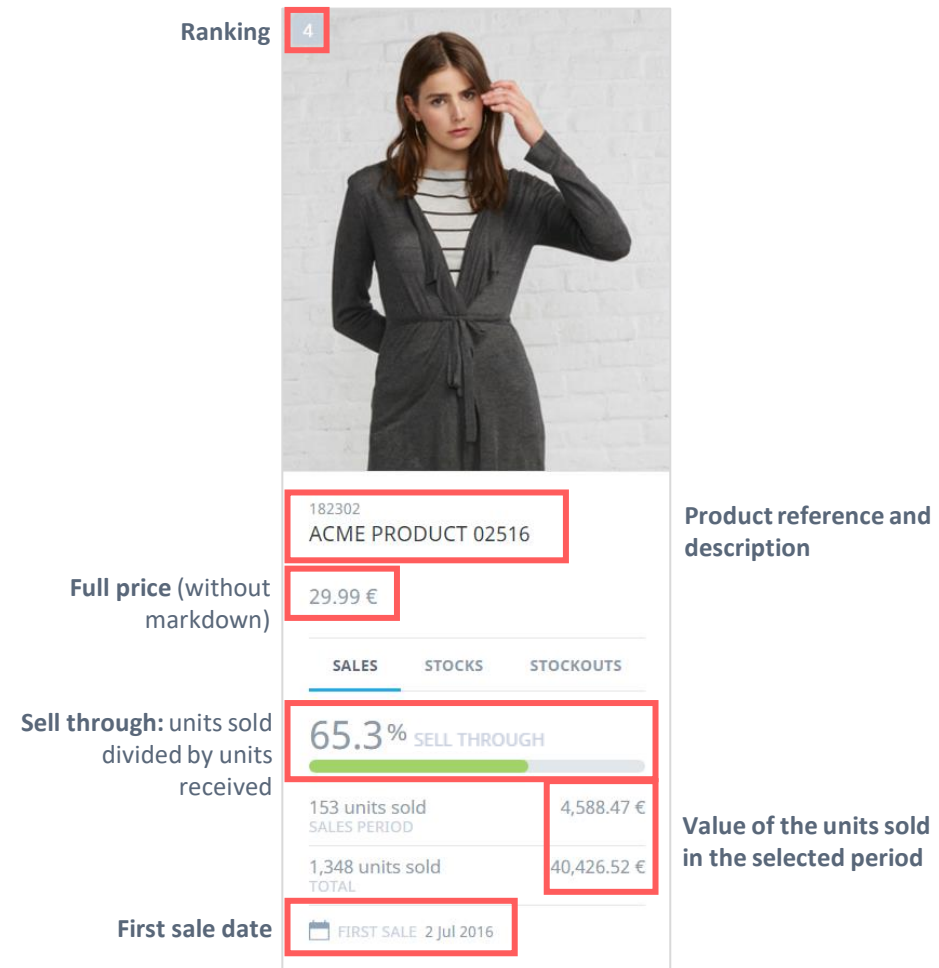
Information can be displayed in cards...



...or in a list, that can be exported to excel

	PRODUCT	STORES WITH STOCK	UNITS SOLD	FIRST SALE	TOTAL UNITS SOLD	SALES VALUE	STORE STOCK	TRANSIT STOCK	WH STOCK	COVERAGE	SELL THROUGH	STOCKOUTS ABS/REAL
1	A-03301041 DEMO DRESS 07 Price: 399.90 €	A/B: 1 A: 1 B: 0	22	18 Dec 2016	108	8,798 €	21	0	●	1.5 W	83.7%	16.7% 0.0%
2	A-03301061 DEMO SKIRT 08 Price: 269.90 €	A/B: 1 A: 1 B: 0	10	16 Dec 2016	65	2,699 €	36	0	●	4.1 W	64.4%	0.0% 0.0%
3	A-02001027 DEMO SHIRT 10 Price: 269.90 €	A/B: 1 A: 1 B: 0	10	21 Dec 2016	58	2,699 €	19	0	●	2.5 W	75.3%	14.3% 0.0%
4	A-03102011 DEMO DRESS 03	A/B: 0 A: 0 B: 0	10	16 Dec 2016	61	1,600 €	0	0	●	0 W	100.0%	

# Product cards help organize information regarding product, sales (this slide), stocks and stockouts



# The stocks tab in the product card is helpful to understand its current level of stock

**Product reference and description**

181432  
ACME PRODUCT 01707

29.99 €

SALES **STOCKS** STOCKOUTS

1.3 % STOCK LEFT

1 units WH STOCK	0,3 W COVERAGE
30 units STORE STOCK	9,2 W COVERAGE

39 A 0 B 0 + 39

**Nº stores that stock this product. Differentiated by type of stores (A,B,C)**

**Store stock per size**

Store version

Ranking 1

181432  
ACME PRODUCT 01707

29.99 €

SALES **STOCKS** STOCKOUTS

2  
1  
0

36 38 40 42 44 46

52.0 W STORE COVERAGE	Very Low WH COVERAGE
--------------------------	-------------------------



# The stockouts tab in the product card provides information on different types of stockouts for a particular product

Ranking 28

183396  
ACME PRODUCT 03555

Product reference and description

Full price (without markdown) 19.99 €

SALES STOCKS **STOCKOUTS**

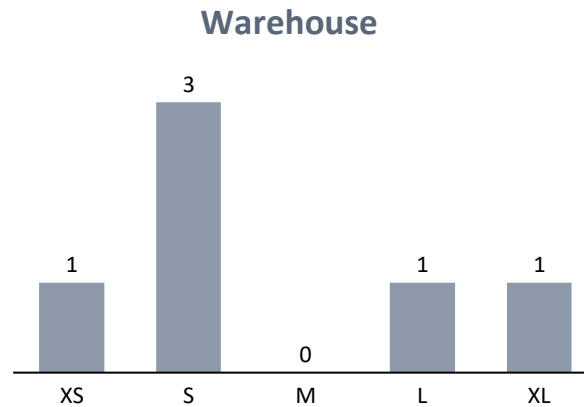
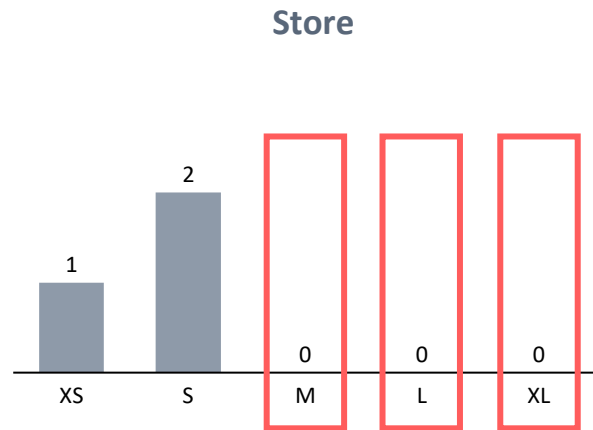
**Absolute stockouts:** % of sizes of a product with 0 stock in a store compared to total number of sizes of the product

20.9% ABSOLUTE

**Real stockouts:** % of sizes of a product with 0 stock in a store but with stock in the warehouse, compared to total number of sizes of the product

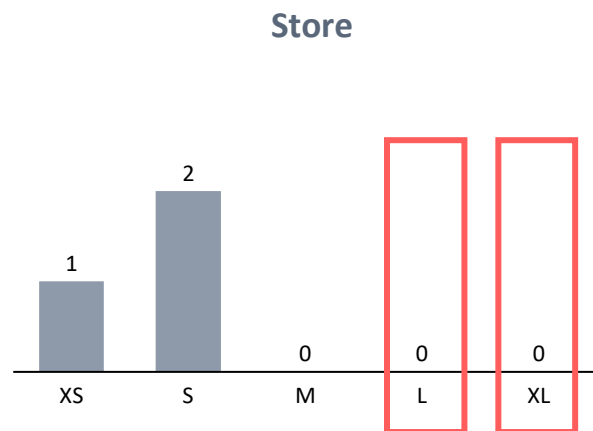
6.6% REAL

# There are some differences when speaking about absolute or real stockouts



## Absolute stockouts

- **Definition:** measures SKU size gaps in a store vs the SKU sizes it should have (in the example sizes M,L and XL have stockouts)
- **Calculation:** 3 sizes out of 5 with 0 stock in the store (absolute stockout=60%)



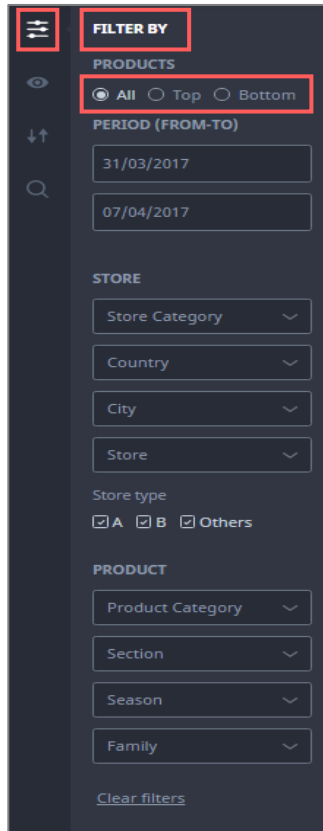
## Real stockouts

- **Definition:** measures SKU size gaps in a store vs the SKU sizes it should have adjusting for stock availability in warehouse. In the example, we only take into account stockouts that can be solved from warehouse (sizes L and XL)
- It is always less or equal than the absolute stockout
- **Calculation:** 2 sizes out of 5 with 0 stock in the store but with stock in the warehouse (real stockout=40%)

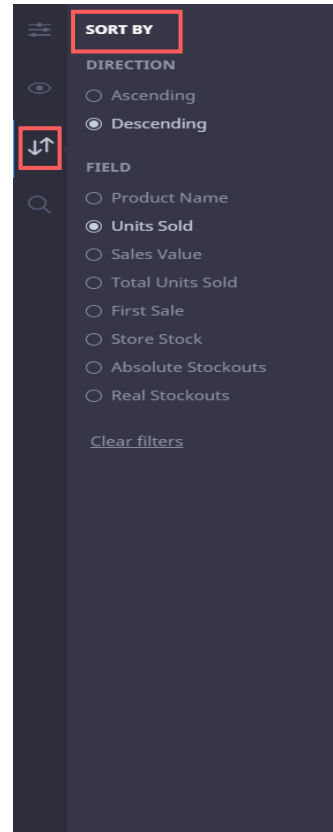


# In top products information can be filtered, sorted and displayed according to different criteria

Selecting **top** or **bottom** new filters appear, such as limiting results to a specific number and **new field options** such as “Ranking” or “Total Sales Value”



Products can be filtered by: n<sup>o</sup> of units to be displayed, time period, geographic location and characteristics



There are different options to sort the filtered information by



The **display options** include minimum display and stock in transit



The **search** filter allows to select products by product code

# Top products allows access to relevant operational information for the day-to-day business using different filters and display options

The image displays three overlapping screenshots of the Nextail 'Top Products' dashboard, illustrating various filtering and sorting capabilities.

- Top Screenshot:** Shows the 'Top 30 products in units sold for the selected period'. The 'FILTER BY' sidebar has 'Top' selected under 'PRODUCTS', '30' under 'Limit results to', and a date range from '03/02/2017' to '10/02/2017'. The main view shows a product card for 'ACME PRODUCT 02552' with a 78.5% sell-out rate.
- Middle Screenshot:** Shows 'Bottom 30 products in units sold for the selected period, in the store'. The 'FILTER BY' sidebar has 'Bottom' selected under 'PRODUCTS'. The main view shows a product card for 'ACME PRODUCT 02580' with an 89.1% sell-out rate.
- Bottom Screenshot:** Shows 'Top Products ranked by stockout level'. The 'SORT BY' sidebar has 'Absolute Stockouts' selected under 'FIELD'. The main view shows a grid of four product cards: 'DEMO DRESS 05' (44.7% absolute stockout), 'DEMO DRESS 07' (21.6% absolute stockout), 'DEMO SHIRT 10' (16.2% absolute stockout), and 'DEMO SKIRT 06' (13.3% absolute stockout).

Top 30 products in units sold for the selected period

Bottom 30 products in units sold for the selected period, in the store

Top Products ranked by stockout level


# It is possible to access the top sales of a particular store from top products


This example showcases the **top products sold in store A029 in the last 14 days**


Products are ranked by **“Sales Value”** to indicate how successfully they have been selling


**nextail** DASHBOARDS ▾ FEEDBACK ▾ BUY (▲) ▾ FIRST ALLOCATIONS ▾ REPLENISHMENTS ▾ STORE TRANSFERS ▾ DAILY DATA ▾

### Top Products

**1**   
181603  
ACME PRODUCT 01869  
79.90 €  
SALES STOCKS STOCKOUTS  
100.0 % SELL THROUGH  
35 units sold SALES PERIOD 2,796.50 €  
42 units sold TOTAL 3,355.80 €  
FIRST SALE 23 Jan 2016

**2**   
180767  
ACME PRODUCT 01101  
39.99 €  
SALES STOCKS STOCKOUTS  
100.0 % SELL THROUGH  
48 units sold SALES PERIOD 1,919.52 €  
63 units sold TOTAL 2,519.37 €  
FIRST SALE 24 Jul 2015

**3**   
180713  
ACME PRODUCT 01056  
49.99 €  
SALES STOCKS STOCKOUTS  
100.0 % SELL THROUGH  
37 units sold SALES PERIOD 1,849.63 €  
36 units sold TOTAL 1,799.64 €  
FIRST SALE 23 Jun 2015

**4**   
180833  
ACME PRODUCT 01151  
69.99 €  
SALES STOCKS STOCKOUTS  
100.0 % SELL THROUGH  
25 units sold SALES PERIOD 1,749.75 €  
33 units sold TOTAL 2,309.67 €  
FIRST SALE 1 Sep 2015

**FILTER BY**

**PRODUCTS**  
 All  Top  Bottom

**PERIOD (DAYS)**  
7 14 30 Custom

**STORE**  
Store Category ▾  
Country ▾  
City ▾  
104 - ACME STORE 029 ▾

Store Type  
 A  B  Others  
 Include closed stores

**PRODUCT**  
Product Category ▾  
Section ▾  
Season ▾  
Family ▾  
Clear filters

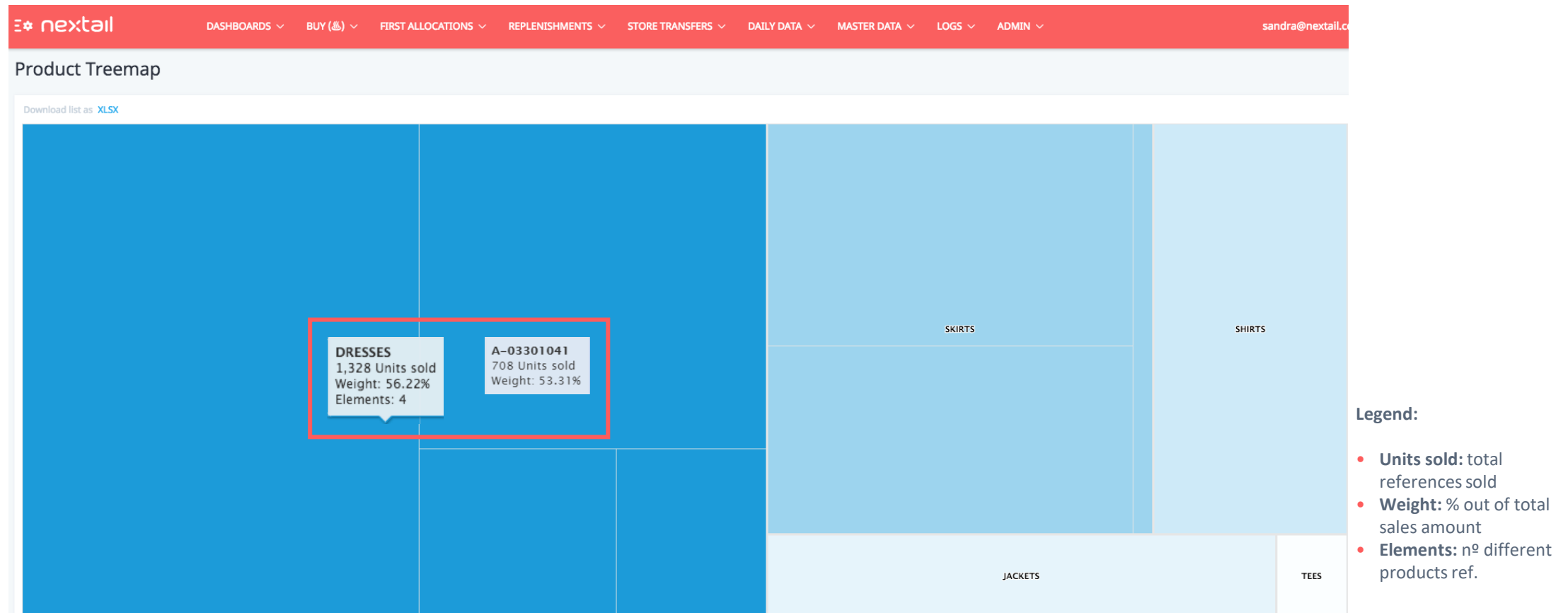
In top products, you can check the top stockouts and find the 100 best-selling products in a store by absolute stockouts level

The screenshot shows the Nextail dashboard with the 'Top Products' view. The left sidebar contains filters for PRODUCTS, PERIOD (DAYS), STORE, and PRODUCT. The main content area displays product cards with details like ID, name, price, and stockout percentages. A 'SORT BY' dropdown menu is open, showing options for DIRECTION (Ascending, Descending) and FIELD (Ranking, Product Name, Sell Out, Units Sold, Sales Value, Total Units Sold, Total Sales Value, First Sale, WH Stock, WH Coverage, Store Stock, Store Coverage, Stores With Stock, Absolute Stockouts, Real Stockouts). Red boxes and numbers 1, 2, and 3 highlight the steps: 1) Filter by 'Top' products and '100' results; 2) Filter by 'A0001 - ACME STORE 0'; 3) Sort by 'Descending' order and 'Absolute Stockouts' field.

- 1| Filter top products by **Top 100 products** and **30 days**
- 2| Apply store filters to see a specific store

- 3| Then sort results in **descending order** and by **“Absolute Stockouts”**

# Product Treemap shows information of the amount and % of units sold by product family in the last 7 days



Click on a product family for **full detail** on the sales of its different products



Zero Sales lists the country best-selling products in the stores that have had zero or minimal sales of those products in the last seven days

**BEST SELLERS SELECTION CRITERIA**

COUNTRY: SPAIN

**BEST SELLERS TO COMPARE**: 30

**PRODUCT**: Product Category, Sections, Seasons, Families

**IN-STORE INCLUSION CRITERIA**: SALES THRESHOLD (0 to 10)

**FILTER RESULTS BY**: Store Category, Countries

	CODE	STORE	PRODUCTS WITHOUT SALES
1	A0074	ACME STORE 0074	6
2	A0076	ACME STORE 0076	4
3	A0090	ACME STORE 0090	3
4	A0087	ACME STORE 0087	2
5	A0066	ACME STORE 0066	2
6	A0004	ACME STORE 0004	2
7	A0073	ACME STORE 0073	1
8	A0034	ACME STORE 0034	1
9	A0019	ACME STORE 0019	1
10	A0013	ACME STORE 0013	1
11	A0006	ACME STORE 0006	1
12	A0005	ACME STORE 0005	1

Click on the store from the list to see more detail on its products with minimum sales

**nextail** DASHBOARDS FEEDBACK BUY (a)

**Zero Sales**

181433  
ACME PRODUCT 01708  
29.99 €

**SALES** STOCKS STOCKOUTS

0.0% SELL THROUGH

0 units sold WEEKLY 0.00 €

8 units sold TOTAL 239.92 €

FIRST SALE 20 Apr 2016

181603  
ACME PRODUCT 01869  
79.90 €

**SALES** STOCKS STOCKOUTS

0.0% SELL THROUGH

0 units sold WEEKLY 0.00 €

5 units sold TOTAL 399.50 €

FIRST SALE 18 Apr 2016

Detailed info on sales, stocks and stockouts within each product card

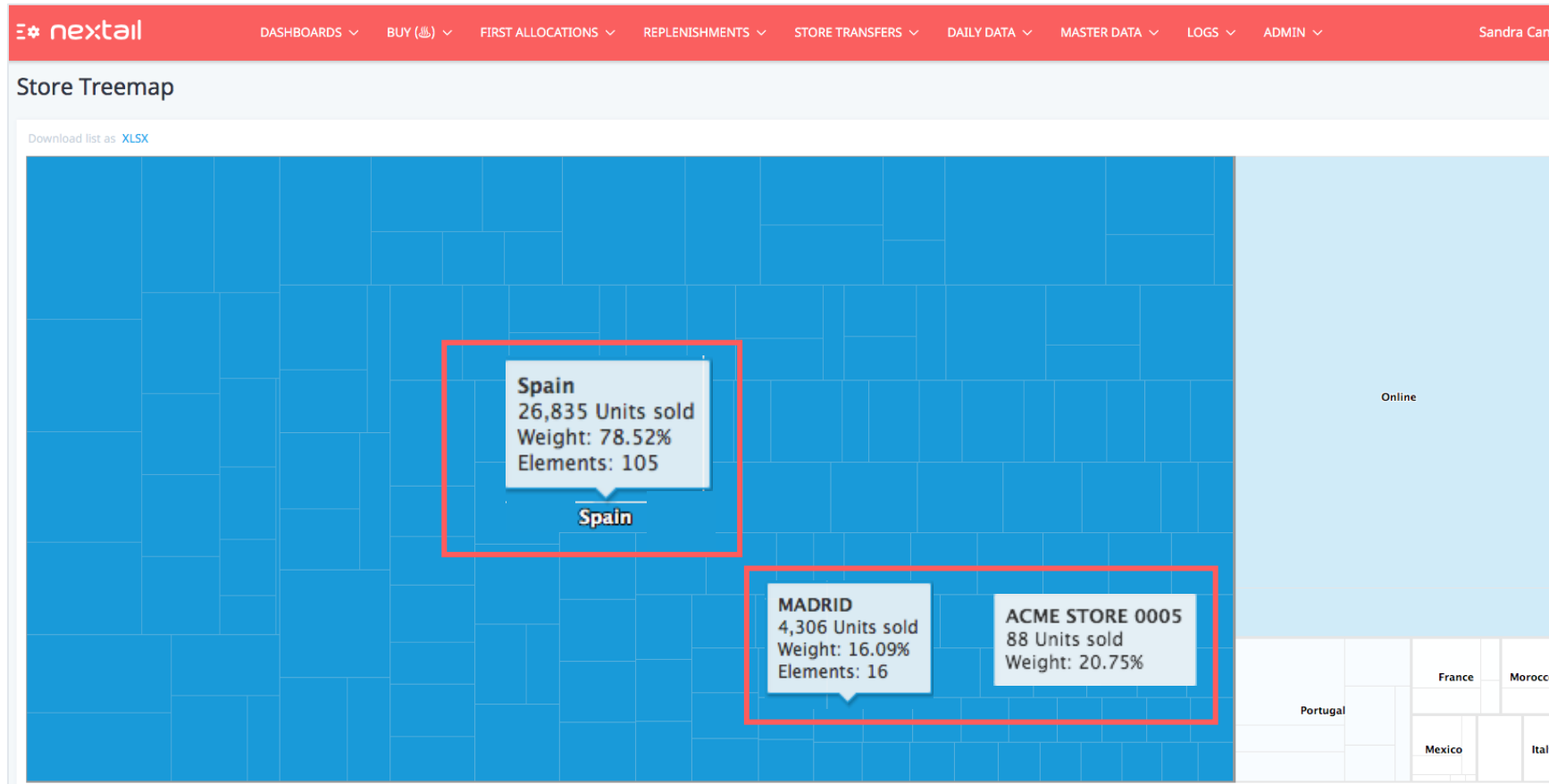
Deepen your analysis by using filters such as selecting the number of bestsellers, focusing on one or more product multi-category filters, and establishing minimum store sales.

# Top stores allows managers to find information at store level from a specific set of stores

The screenshot displays the Nextail Business Intelligence interface. On the left, a dark sidebar contains a 'FILTER BY' section with options for Products (All, Top, Bottom), Period (Days: 7, 14, 30, Custom), Store (Store Category, Countries), Store Type (A, B, Others), and Product (Product Category, Families, Seasons, Sections, Product). A red box highlights this sidebar. The main content area is titled 'Top Stores' and shows four store cards: ACME STORE 032 (ranked 1), ACME STORE 133 (ranked 2), ACME STORE 171 (ranked 3), and ACME STORE 010 (ranked 4). A red box highlights the first store card. Below this, a detailed view for '351 · ACME STORE 032 · Top Products' is shown, featuring a table of products with columns for Product, Real Stockouts, Total Stock, Commercial Stock, Transit Stock, Last 7-day sales, First sale, and Total sales. On the right, a 'Store Details' sidebar provides information for '351 · ACME STORE 032', including Summary, Categories, Calendar Plans, Code (351), Email, Email Newtask, Warehouse (Almacen Central), Brand (Acme), Language (Español (es)), Address (C.C. GRAN PLAZA 2 LOCAL B086-B087), and Open Period. A red box highlights the 'Click on a specific store for further information' text.

**Filters can be applied to deep dive at store and product level**

# Store Treemap provides the % of units sold at store level in the last 7 days



Click on a country to get **detailed information** about the sales of its different cities

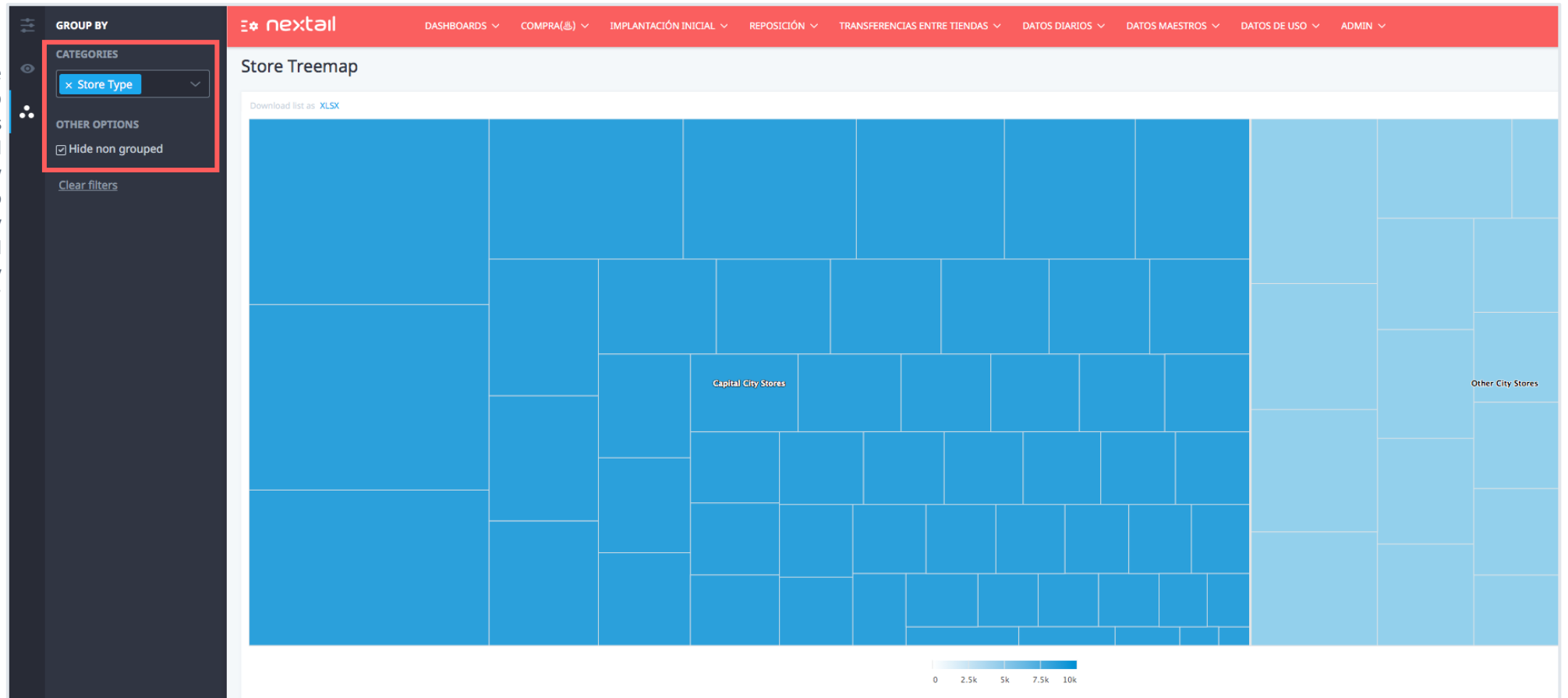
Click on a city to get **detailed information** about the sales of its different stores

#### Legend:

- **Units sold:** total references sold
- **Weight:** % out of total sales amount
- **Elements:** nº of cities or stores

You can also view the information within Store Treemap in different groups by using the filter “Group by”

In this example the filter **Group by Store type** has been selected and the graph is now divided into “Capital City Stores” and “Other City Stores”



# Ghost stocks shows the list of products that went from having strong sales to not selling in the last 7 days, despite being in stock

1 | Select the country

**1** FILTER BY

PRODUCT

Country

Brand

[Clear filters](#)

nextail DASHBOARDS BUY (€) FIRST ALLOCATIONS REPLENISHMENTS STORE TRANSFERS DAILY DATA MASTER DATA LOGS ADMIN

### Ghost Stocks

	CODE	STORE	GHOST STOCKS
1	258	ACME STORE 116	2
2	608	ACME STORE 046	1
3	452		
4	709		
5	934		

2 | Click on a **specific store** to see further detail on its ghost stocks

nextail DASHBOARDS BUY (€) FIRST ALLOCATIONS REPLENISHMENTS STORE TRANSFERS DAILY DATA MASTER DATA LOGS ADMIN

### Ghost Stocks

1

2

182613 ACME PRODUCT 02813 39.99 €

SALES STOCKS STOCKOUTS

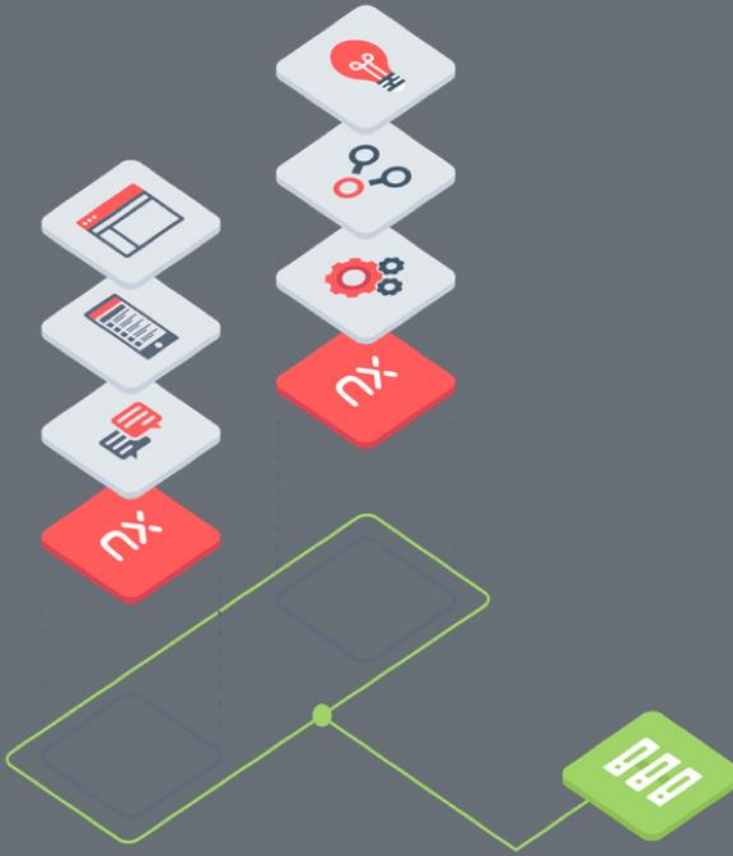
4.0 W STORE COVERAGE Very Low WH COVERAGE

182639 ACME PRODUCT 02839 39.99 €

SALES STOCKS STOCKOUTS

1.7 W STORE COVERAGE Very Low WH COVERAGE

Detailed info on sales, stocks and stockouts within each product card



## Agenda

- 1 Introduction to Nextail
- 2 Getting started
- 3 Main reports: dashboards
- 4 **Appendix**
  - 1 Reports summary
  - 2 Glossary

# Reports summary

Concept	Definition	Purpose
<b>Ghost Stocks</b>	List of references that have changed from being top sellers to items that have not been sold in the store in the last week, despite being in stock	<ul style="list-style-type: none"> <li>Identify products with differences between theoretical and real stocks</li> <li>Replenish products not available in the store from the warehouse</li> </ul>
<b>Zero Sales</b>	For the last 7 days- it is the list of references that have not been sold in the store, but are Top Sellers at country level	<ul style="list-style-type: none"> <li>Identify products with non-displayed stock</li> <li>Identify products with potential stock discrepancies</li> </ul>
<b>Top Stockouts (*)</b>	List of best-selling products in the store (top 100 in the last 30 days) listed by stockout level	<ul style="list-style-type: none"> <li>Identify products to replace/relocate if minimum display is not met</li> <li>Request special replenishments from central warehouse</li> <li>Reorganize visual presentations</li> </ul>
<b>Top Sales (**)</b>	List of the 100 top selling products in the store for the last 14 days	<ul style="list-style-type: none"> <li>Identify products that are sold the most</li> <li>Manage replenishment of products in stores</li> </ul>

(\*) **Top Stockouts** is a report configured by default for Store users. Managers can view it from Top Products as indicated in slide 31

(\*\*) **Top Sales** is a report only configured for Store users. Managers can view info from Top Products as indicated in slide 30

# Glossary

Concept	Definition
<b>Coverage</b>	Measured in weeks and calculated as the ratio between stock and the sales quantity for the last 28 days multiplied by 4
<b>Sell-out</b>	Units sold divided by units purchased (global indicator at company level)
<b>Sales Products</b>	Units sold for each product
<b>Total Stock</b>	Warehouse Stock + Transit stock + Stock in stores
<b>Absolute Stockout</b>	% of sizes with 0 stock in a store, compared with the total amount of sizes that are planned to be in the store

Concept	Definition
<b>Minimum display</b>	Minimum units needed to exhibit/display a product in a store
<b>Sell-Through</b>	Units sold divided by units received (indicator at store level)
<b>Store Stock Products</b>	Available stock for a product in a store. Also, known as commercial stock.
<b>Stacked</b>	Filtering option for categories with subcategories to show how the data for a category is built by stacking data from subcategories
<b>Real Stockout</b>	Measures when a product is not in the store but there is stock in the warehouse. Real stockouts are the ones that could have been replenished