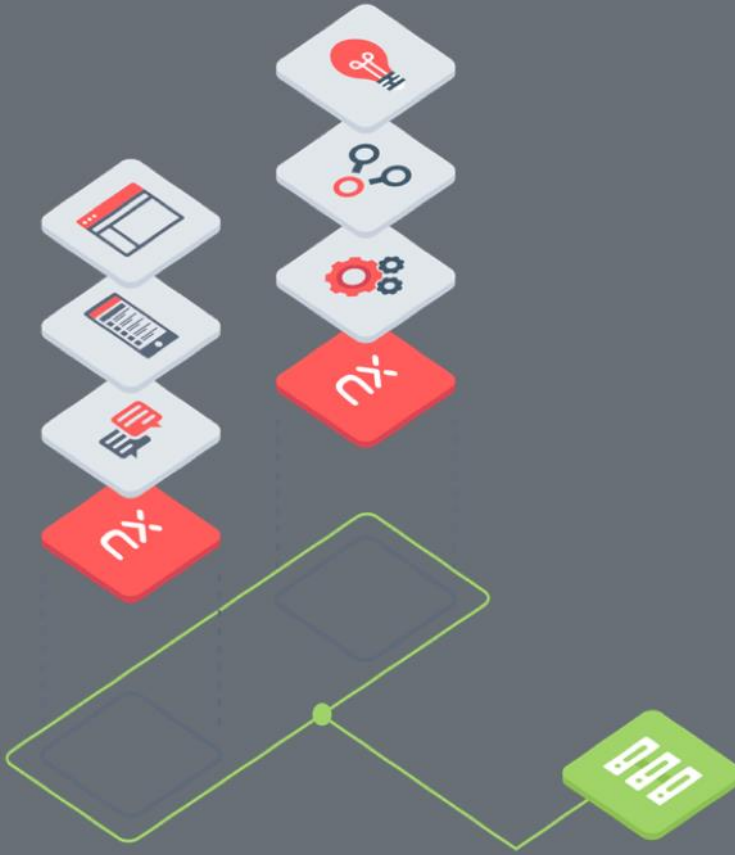# nextail

Business Intelligence module guide

03 April 2019
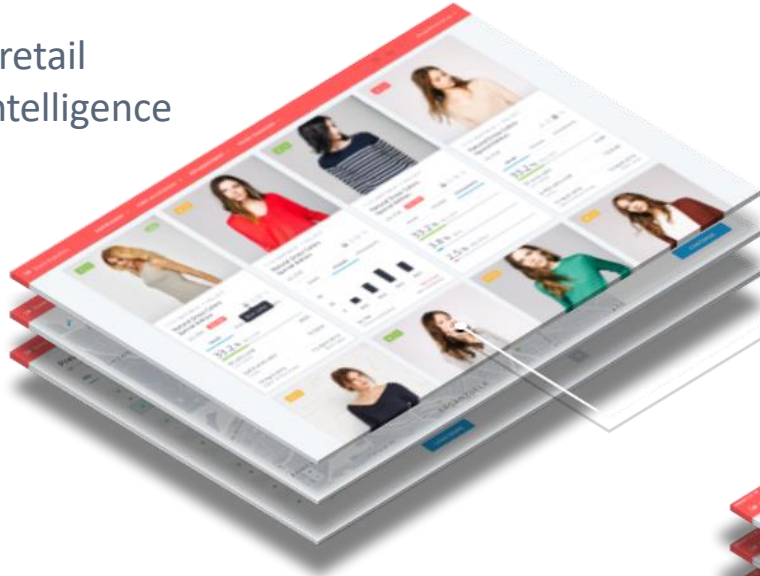
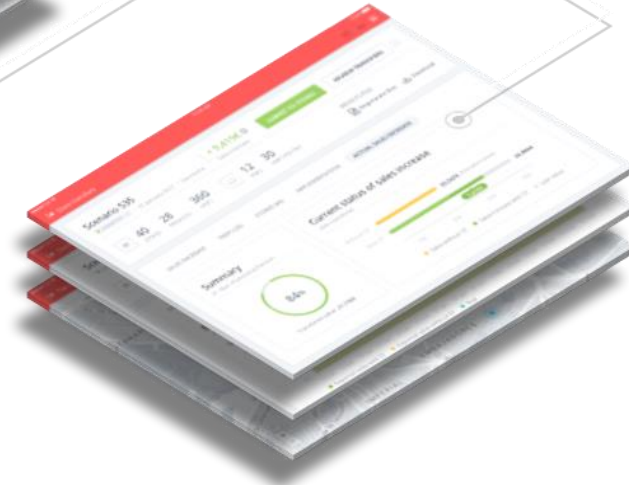# Agenda

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
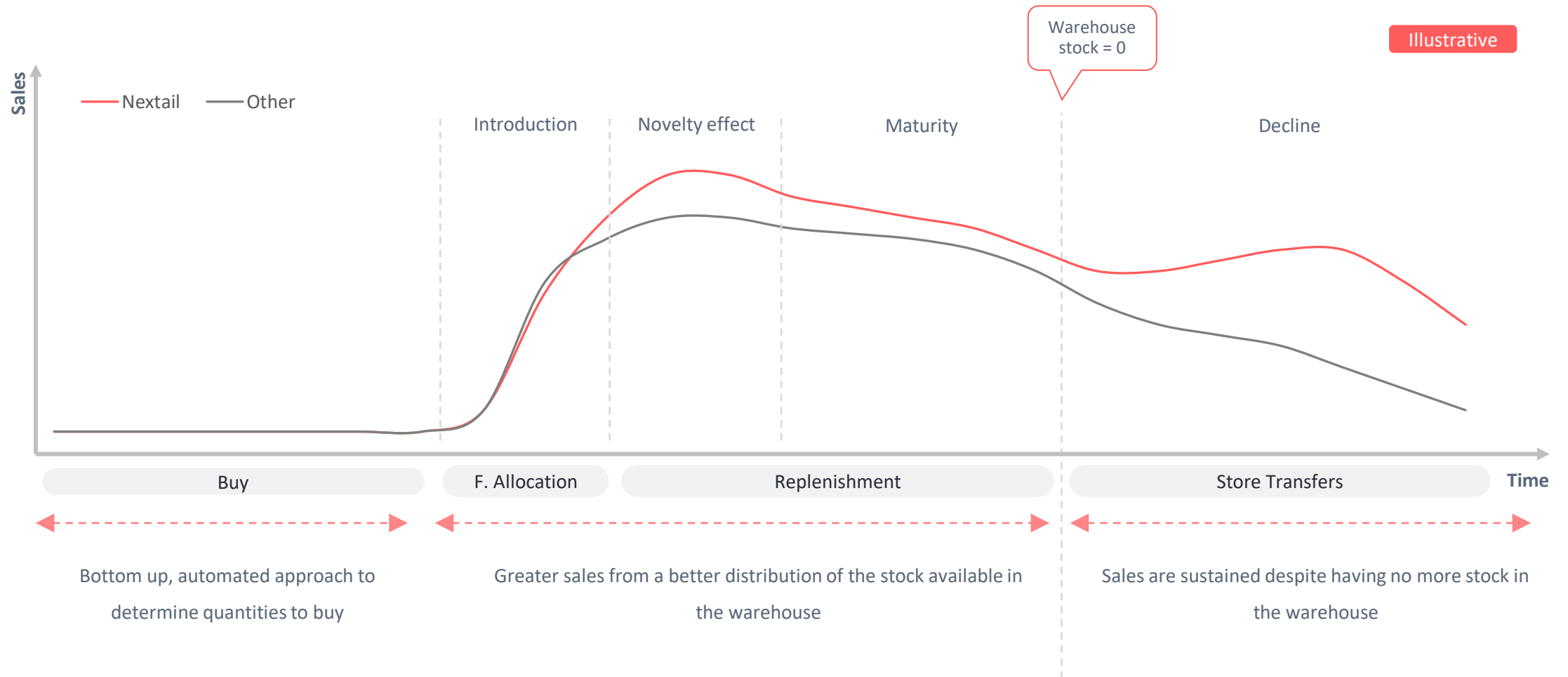
Agile retail
business intelligence

Store mobile
app

Inventory optimization
engines

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

Functionality	Decision	Our philosophy
Buy	How many units of each new product to buy	Identify attributes to create a mid-term bottom-up forecast
New Product Introduction	How many units of a new product to send to each store	Identify patterns that enable to create a forecast
Replenishment	How many units of an existing product to send to each store	Maximize sales probability across the network
Store Transfers	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
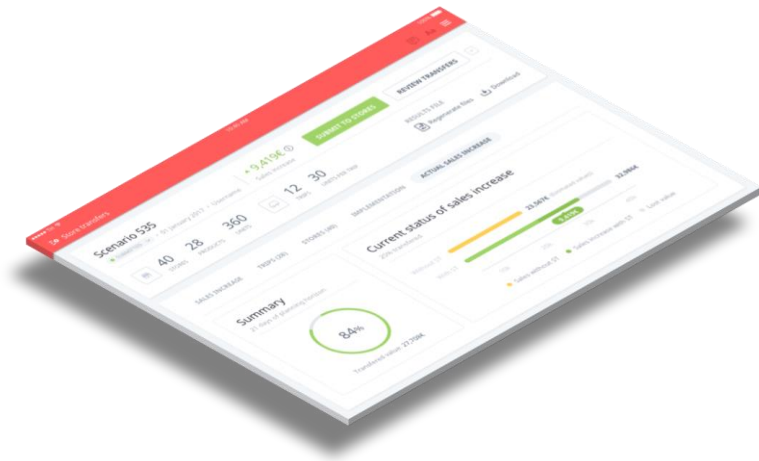
Retail Specific
Sales, coverage, stock-outs and other retail KPIs are always available and easy to adapt to each retail organization

Freshest Data
KPIs and reports calculated automatically overnight so that retailers can make decisions first thing in the morning.
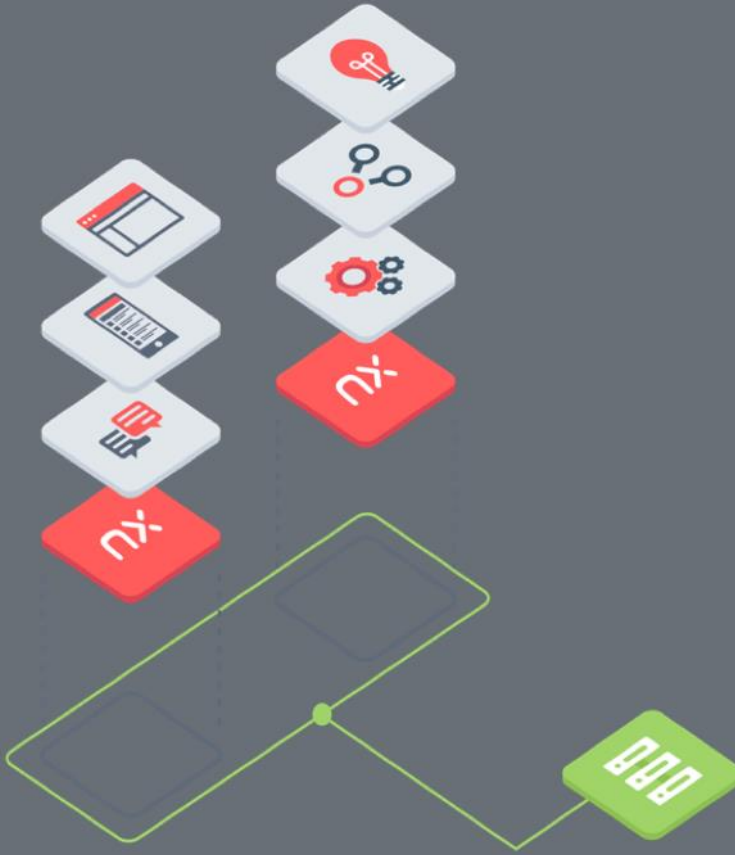
Multi-platform
Available on PC, tablet or phone

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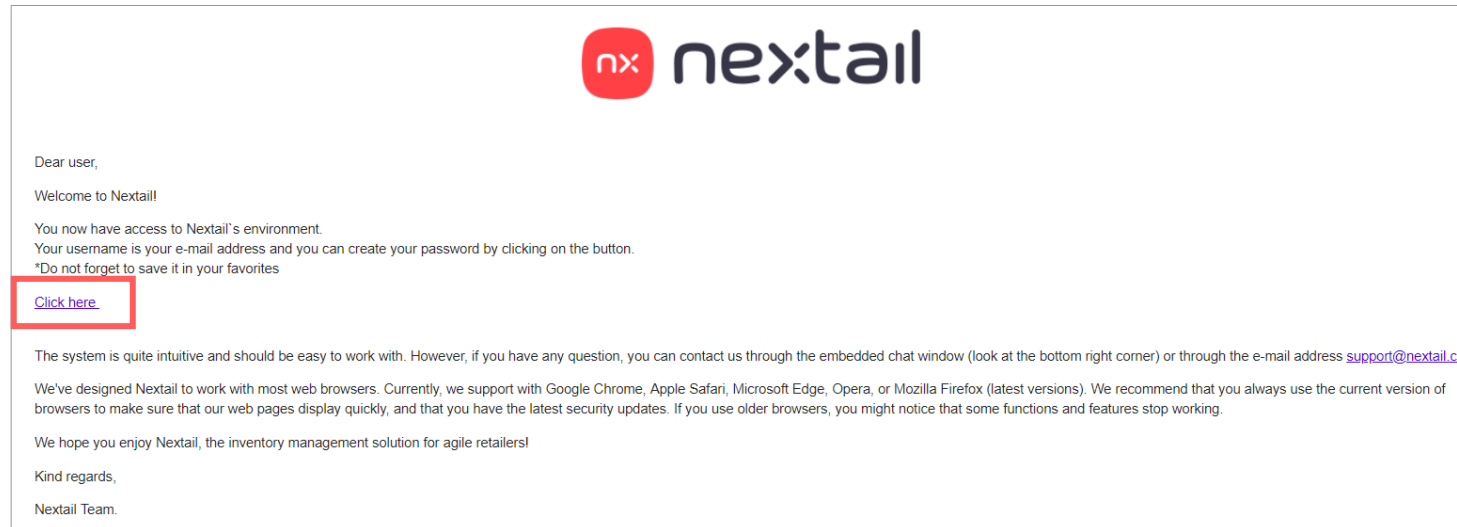Designed as a consumer app, it is very intuitive and easy to use

Agenda

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
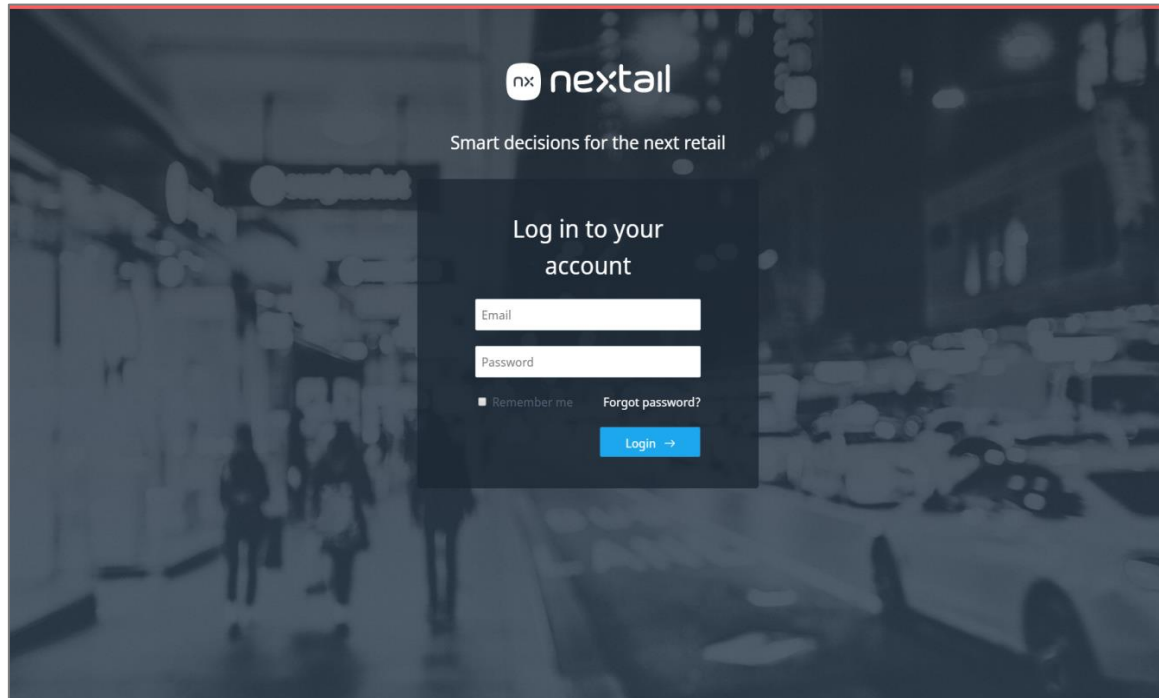
1 Introduce your user email and password in the Email and Password fields

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

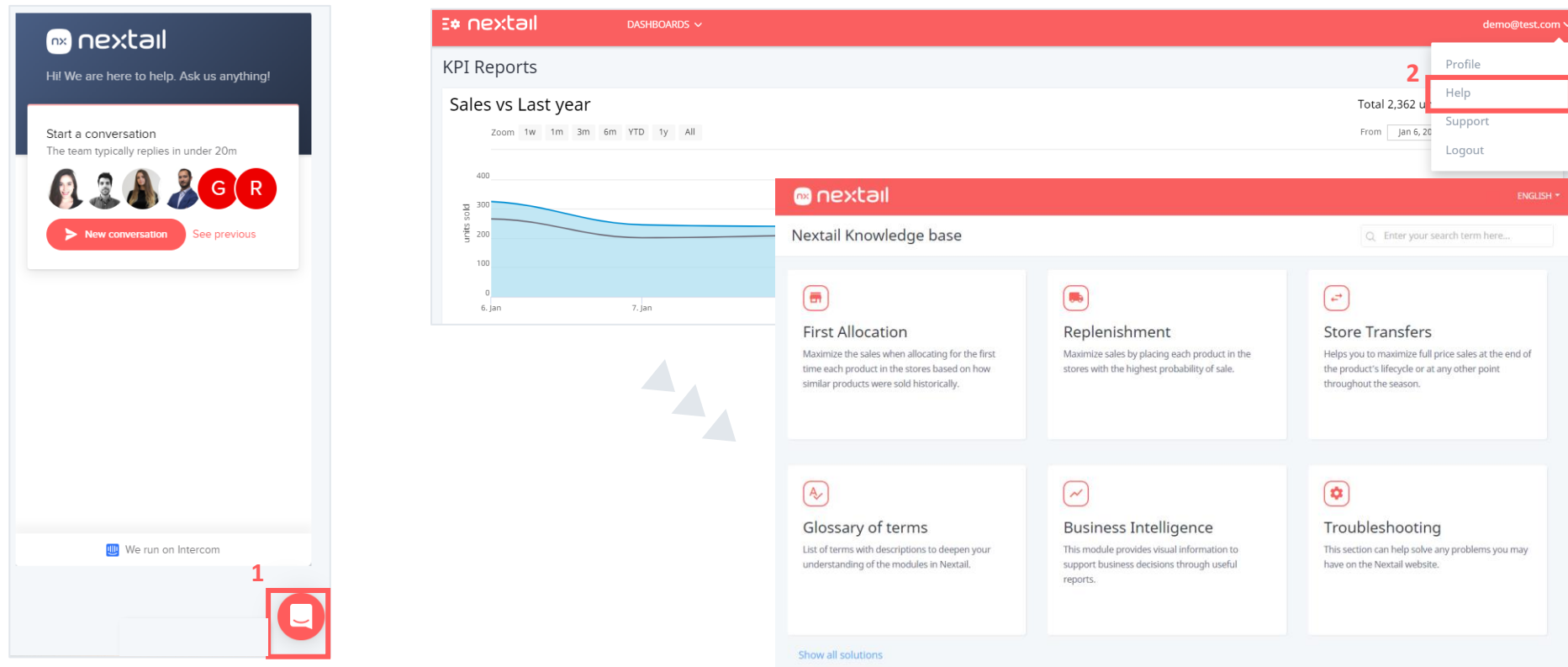**Dashboards** show business
metrics to visualize performance

Filters

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

**Visualization
options:** choose
from cards or list

Help is available through our Knowledge Base and support chat

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
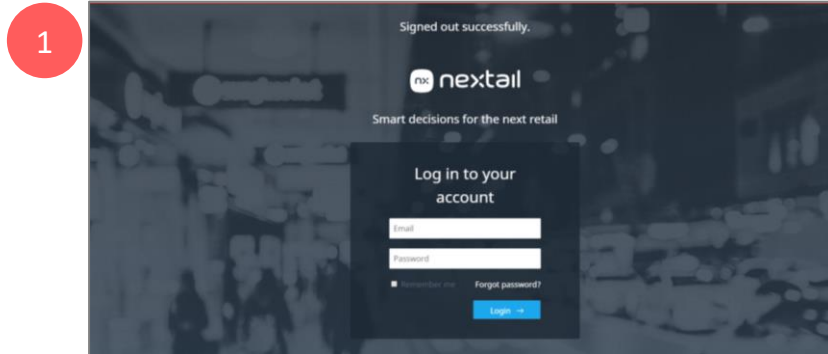

You can change your **password** (it must include at least one capital letter and a number)

Update your personal **information**, including language

Confirm changes by clicking here

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

Enter your email and **tick Forgot password**?
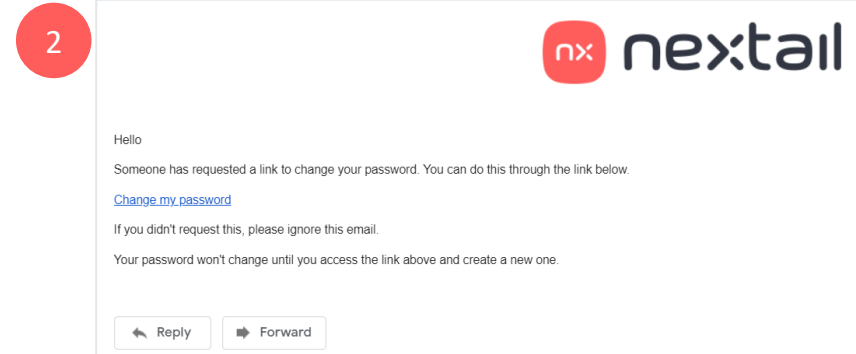
Click on **Change my password** in the email you receive
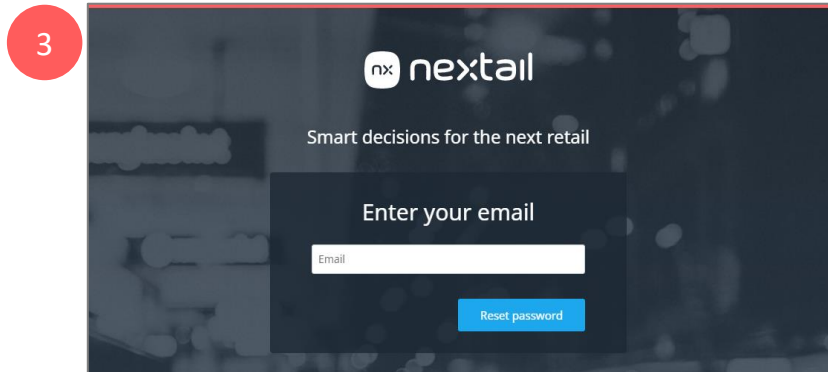
Introduce your email and click **Reset password**
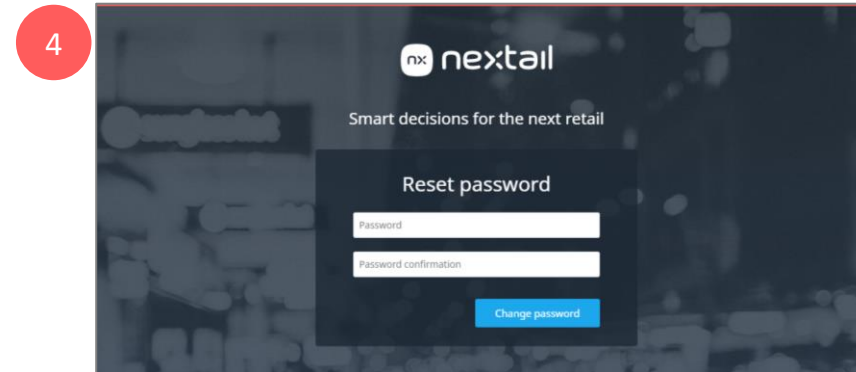
You will be directed to a similar screen where you have to introduce your new password twice and click **Change password**
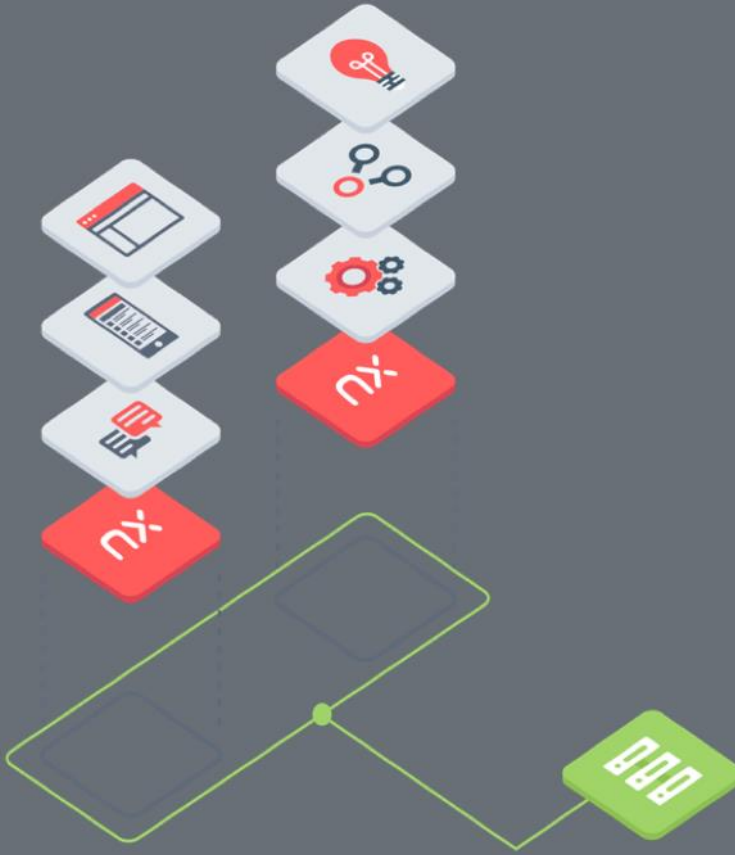
Agenda

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 with several display options, products with no sales and helps identify ghost stocks and zero sales.
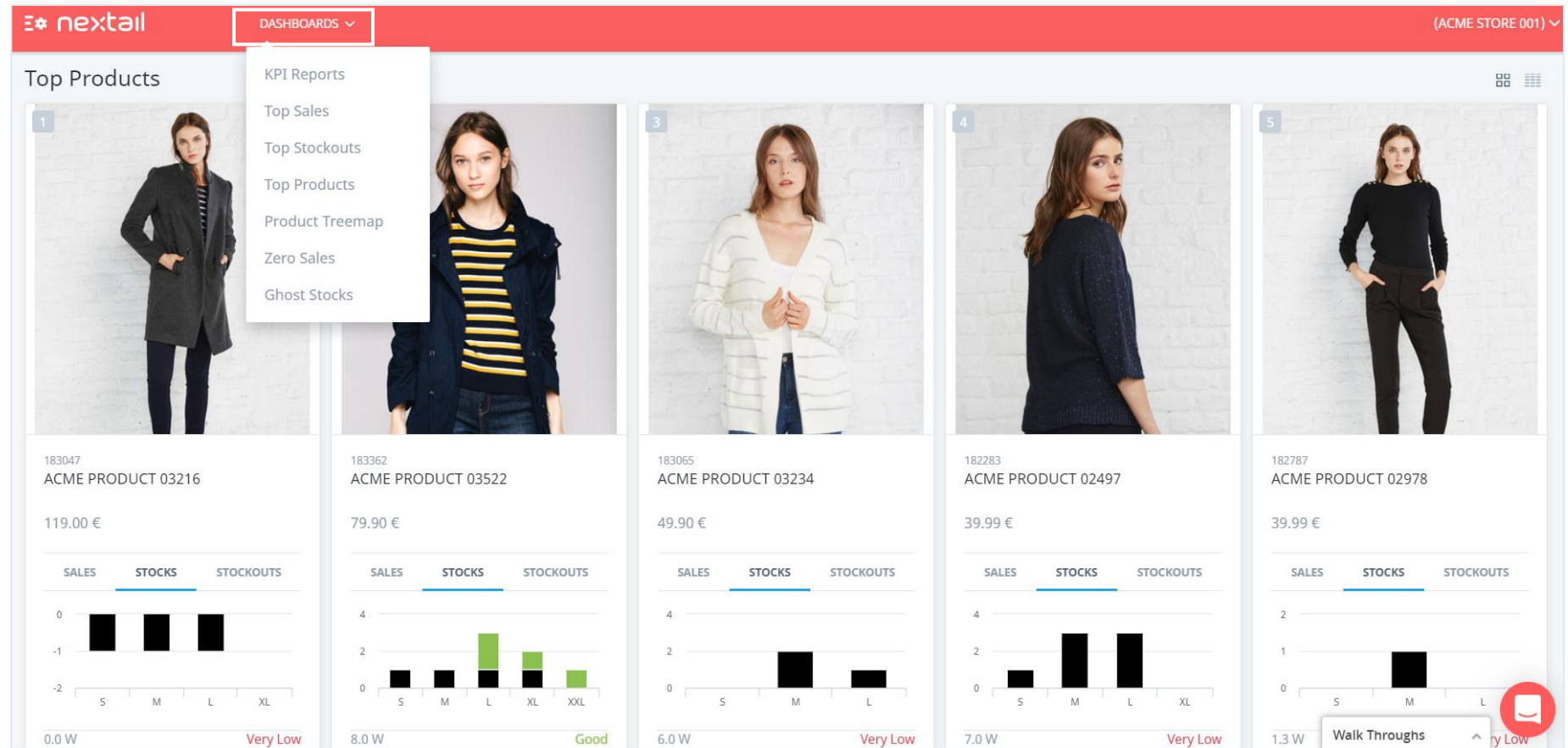
KPI Reports allows access to the most relevant business information - sales & stocks

Filters can be applied at Product level:

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

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

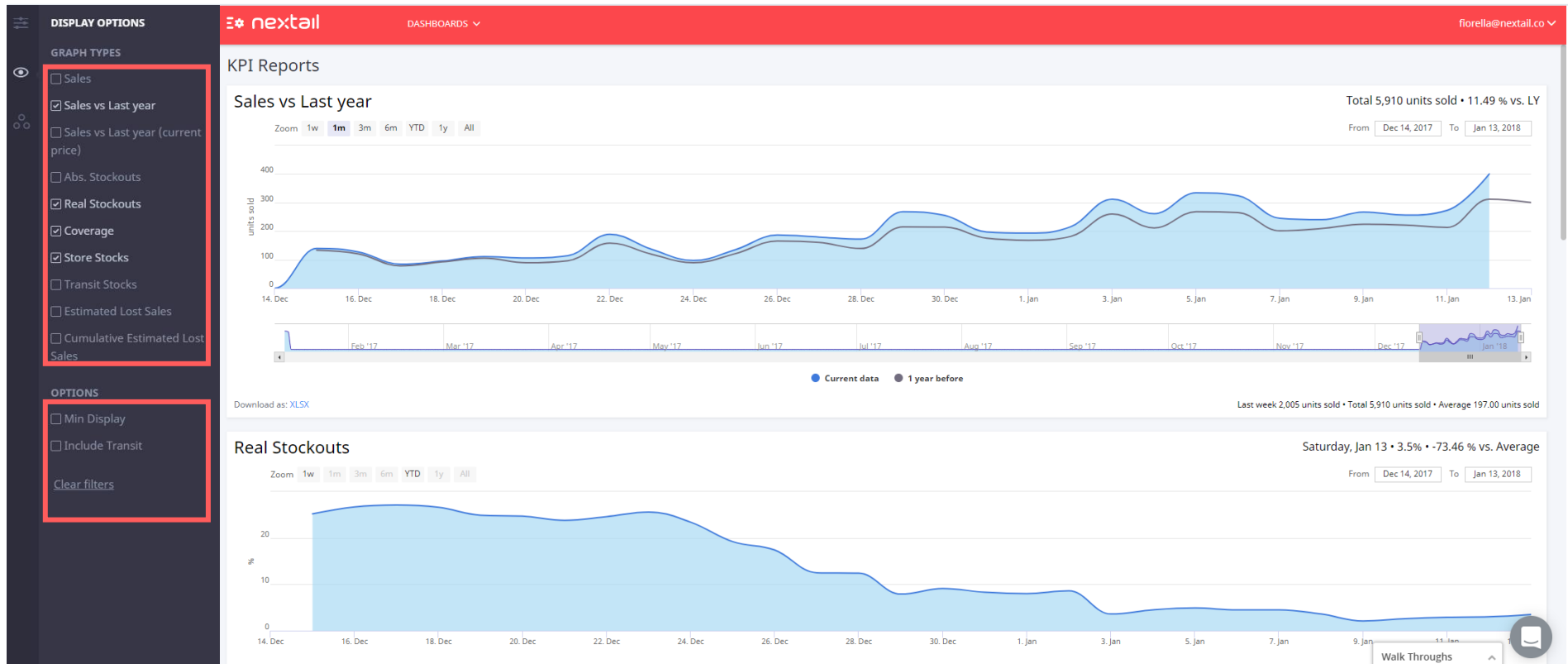The Display Options menu allows to select **the most relevant information for the company**, related to sales, stocks, coverage or stockouts

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
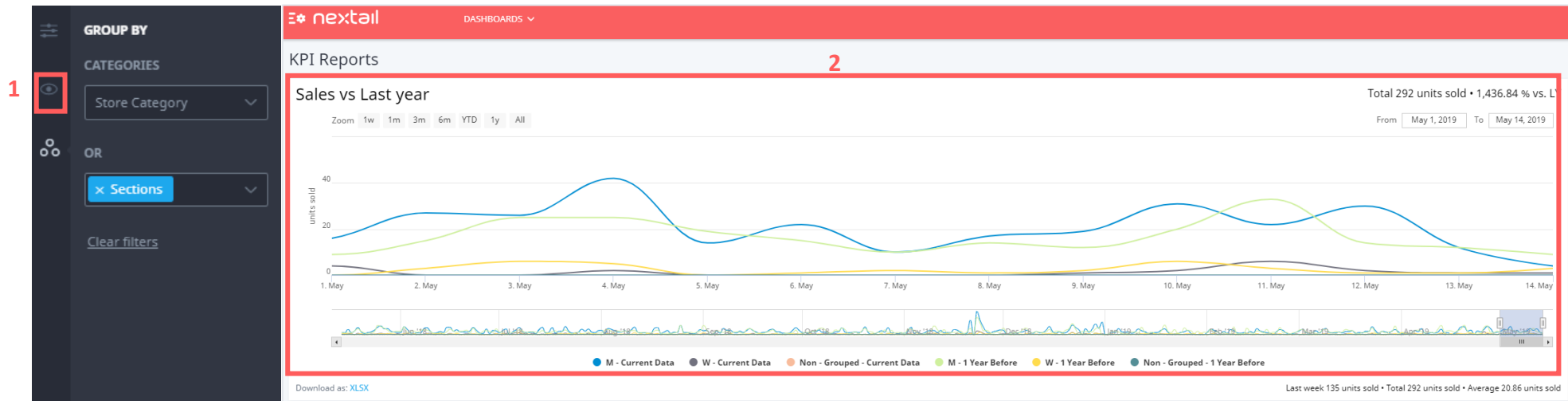
1| By using the filter **"Group by"** you can view the KPI graphs disclosed in various groups for **Product Category.**

2| In this example the selected filter has been **Group by Product Category "Sections"** and the KPI graph curves now are divided into "Men" and "Women"

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
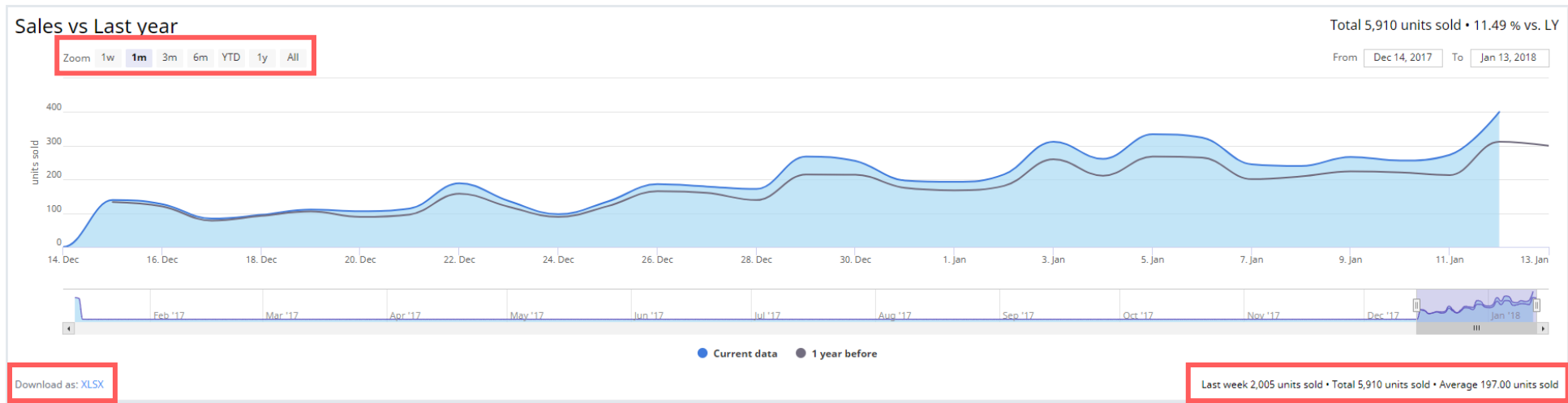
Information can be
downloaded in an **excel** file

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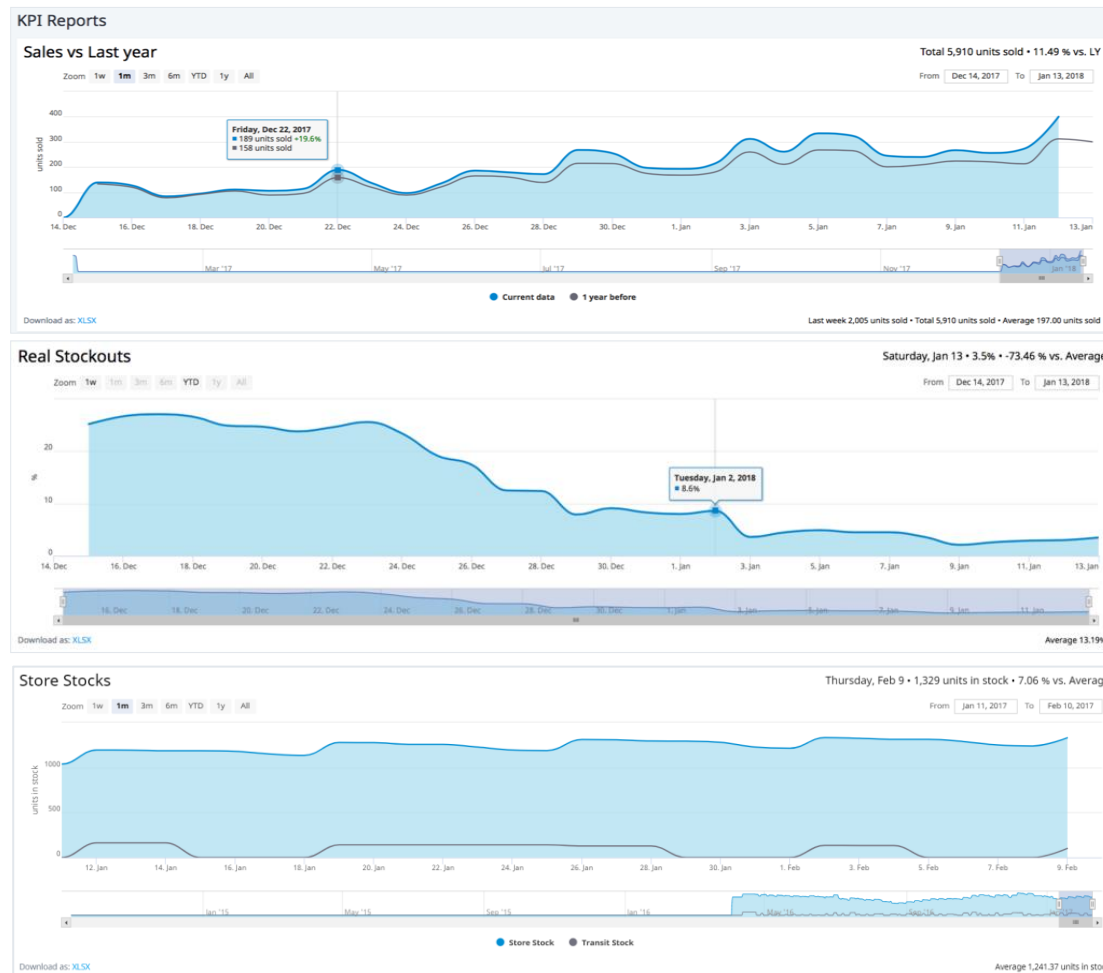
Sales of shirts in a specific period compared **to the sales of the same product, for the same period the previous year**, to compare year-on-year evolution

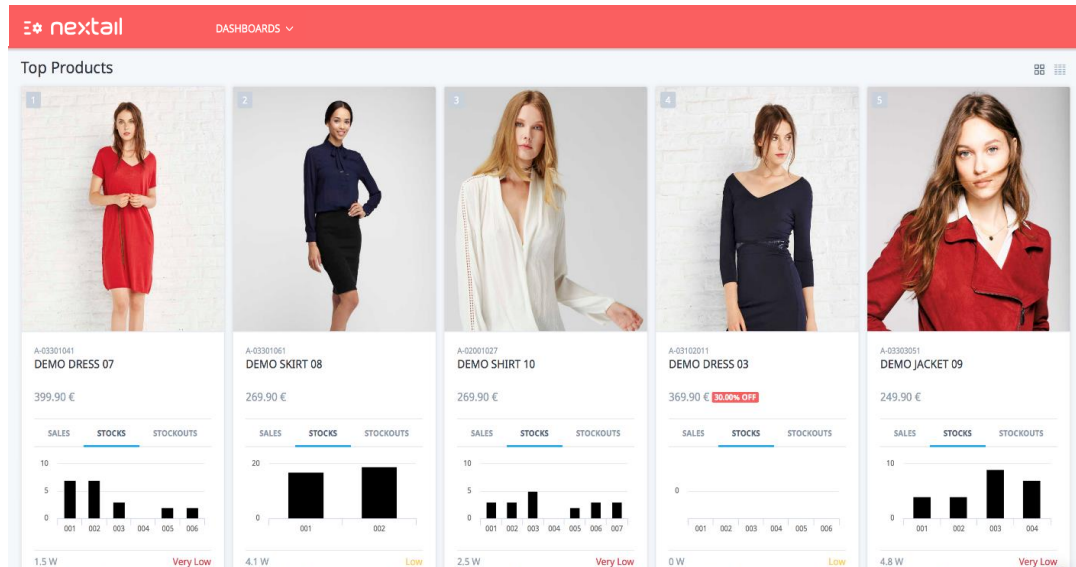**Real Stockouts** of shirts for the last months displays the evolution of out of stock products for the selected category during a specific period

Store stock of shirts for 1 month displays the evolution of commercial and transit units

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

Ranking

Product reference and description

Full price (without markdown)

Sell through: units sold divided by units received

Value of the units sold in the selected period

First sale date

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

Ranking

Product reference and description

Available stock (black) and **stock in transit** (green)

Weeks of **coverage** with store stock

Blocked products are not automatically replenished (not included in the layout)

A-02001027
DEMO SHIRT 10

269.90 €

SALES **STOCKS** STOCKOUTS

10

5

0

001 002 003 004 005 006 007

2.5 W BLOCKED
STORE COVERAGE

Very Low
WH COVERAGE

Warehouse stock level:
Very Low (close to sold-out)
Low (not enough for all the stores)
Good (adequate stock level)

nextail

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

Ranking

Product reference and description

Full price (without markdown)

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

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

There are some differences when speaking about absolute or real stockouts

Store

Warehouse
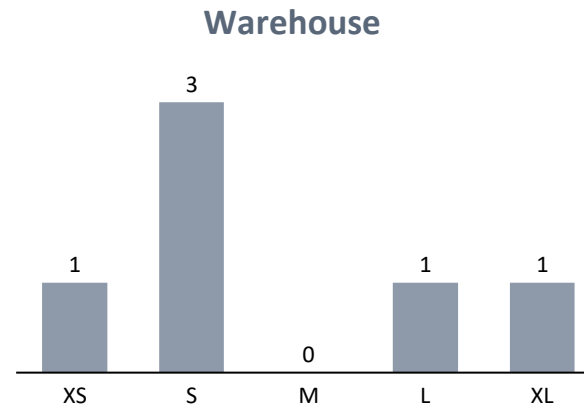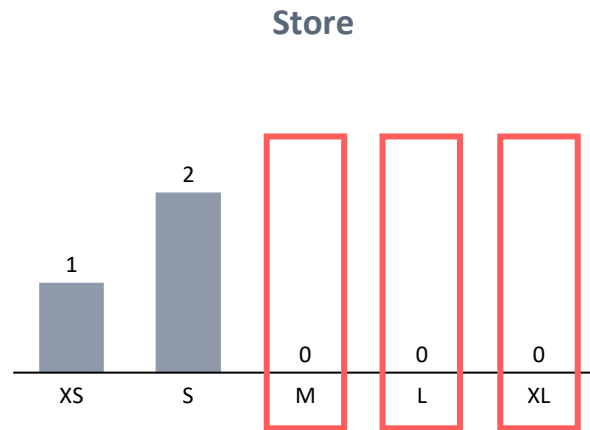
Absolute stockouts

- **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%)
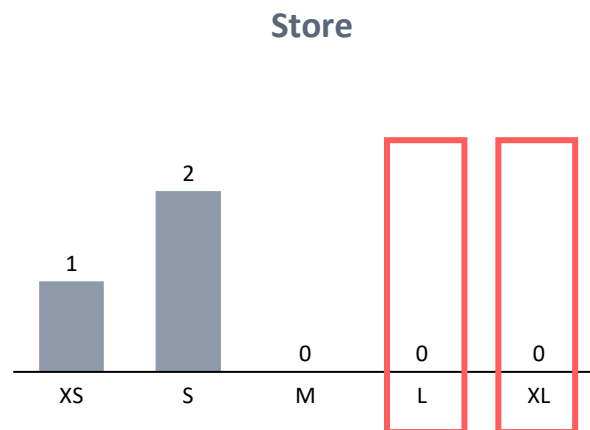
Store

Warehouse

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%)

You can access further details about a product by opening its product card

Product details

Current year sales

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"

FILTER BY

PRODUCTS
- ⦿ All ○ Top ○ Bottom

PERIOD (FROM-TO)

31/03/2017

07/04/2017

STORE

Store Category ⌄

Country ⌄

City ⌄

Store ⌄

Store type
☑ A ☑ B ☑ Others

PRODUCT

Product Category ⌄

Section ⌄

Season ⌄

Family ⌄

Clear filters

SORT BY

DIRECTION
- ○ Ascending
- ⦿ Descending

FIELD
- ○ Product Name
- ⦿ Units Sold
- ○ Sales Value
- ○ Total Units Sold
- ○ First Sale
- ○ Store Stock
- ○ Absolute Stockouts
- ○ Real Stockouts

Clear filters

DISPLAY OPTIONS

OPTIONS
- ☐ Min Display
- ☐ Include Transit
- ☐ Catalog price

Clear filters

SEARCH

Clear filters

Products can be filtered by: nº of units to be displayed, time period, geographic location and characteristics
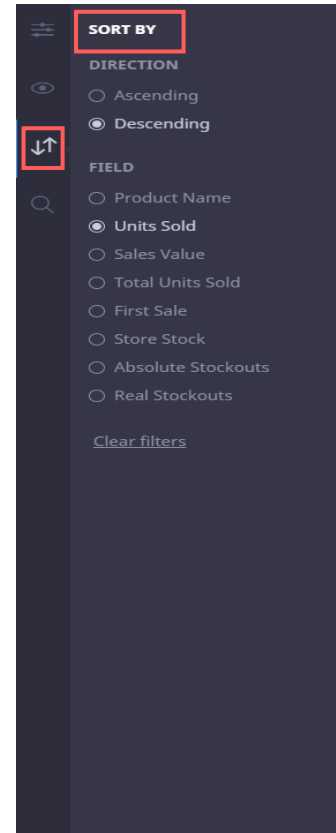
There are different options to sort the filtered information by

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

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

nextail

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

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**

Top Sales lists the 100 top selling products in the store for the last 14 days

- **Top Sales** shows relevant product information, such as the ranking by units sold, product card position by sales value, reference, description, price, sales, stocks and stockouts.

- **Top Sales** also includes % of units sold (Sell-through), number of units sold in the period and their value, and the total units sold and their value.

- **Top Sales** helps to easily assess top performing products and identify potential stockouts, replenishment needs, or changes in trends

- **Walk through your store with the App** and check your best sellers.
    - Are they being properly displayed?
    - Do you need to replenish them or update their visual presentation?
    - What about the products not in the top? Why aren't they performing well?
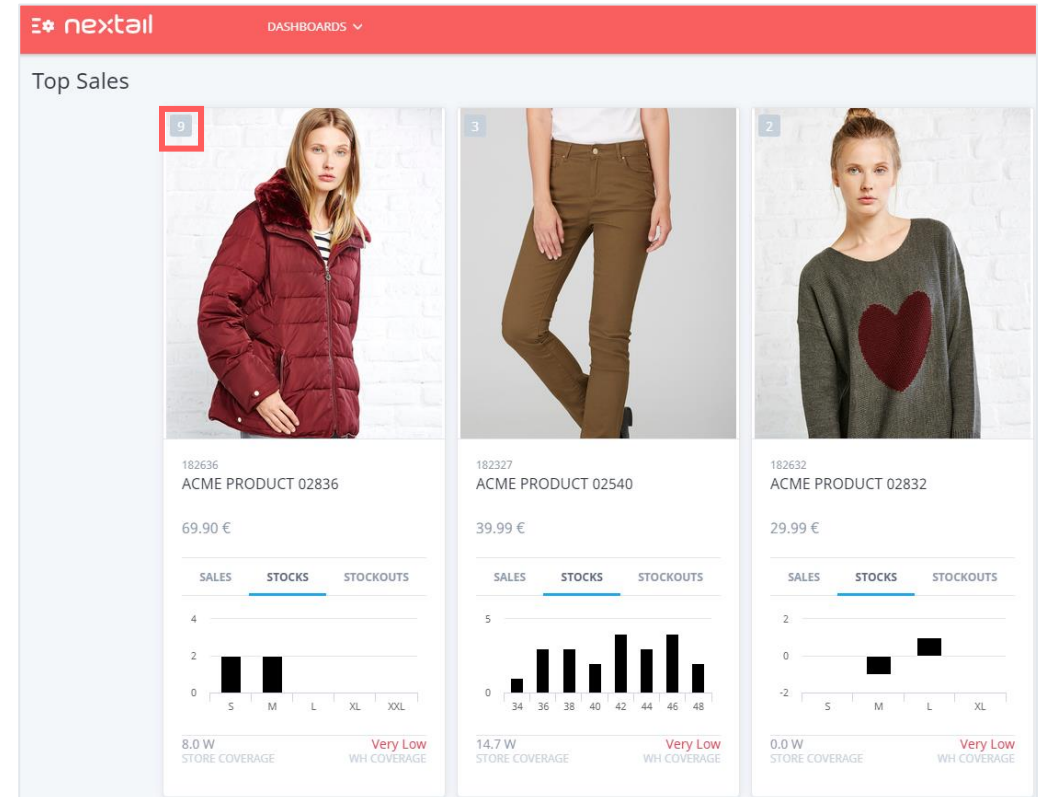
Top Stockouts shows the top 100 products ranked by absolute stockout ratio for the last 30 days
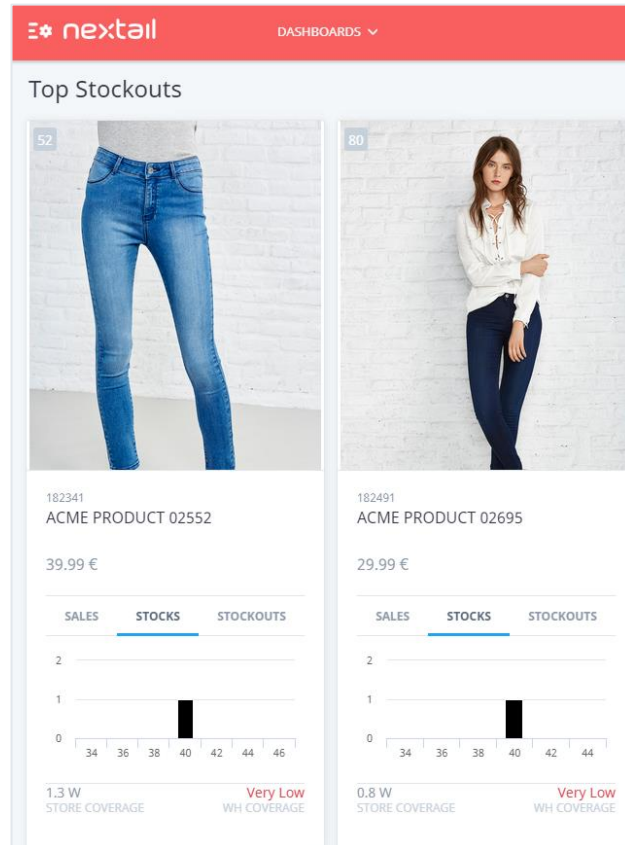
- **Top Stockouts** also shows relevant information about the product such as the ranking by units sold and product card position by stockout

- **Top Stockouts** helps to identify stockout products and assess replenishment orders and store transfer movements

- Review products display frequently

- If a product has high absolute stockouts follow your company's commercial policy
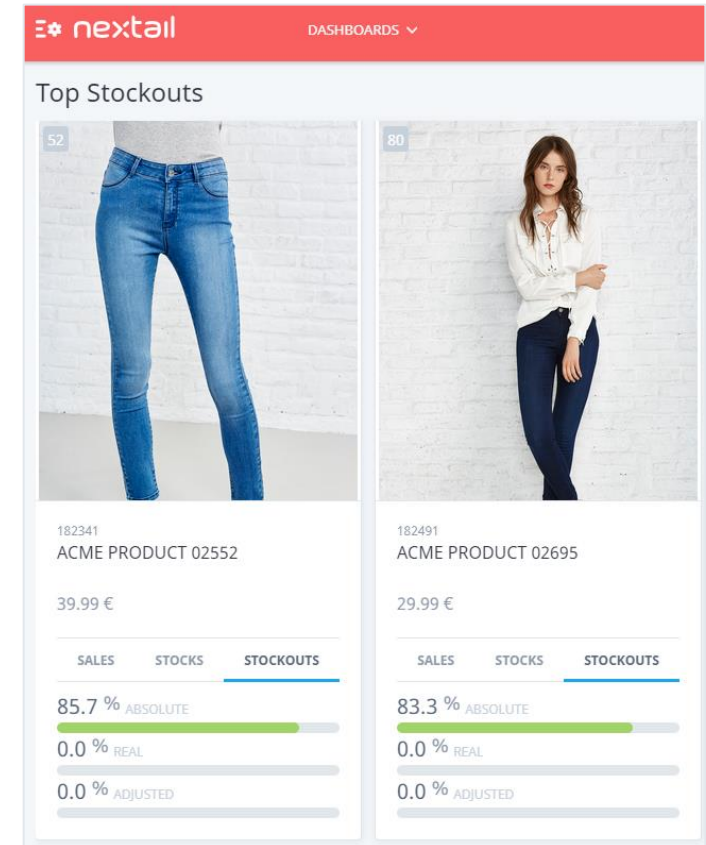
Product Treemap shows information of the amount and % of units sold by product family in the last 7 days
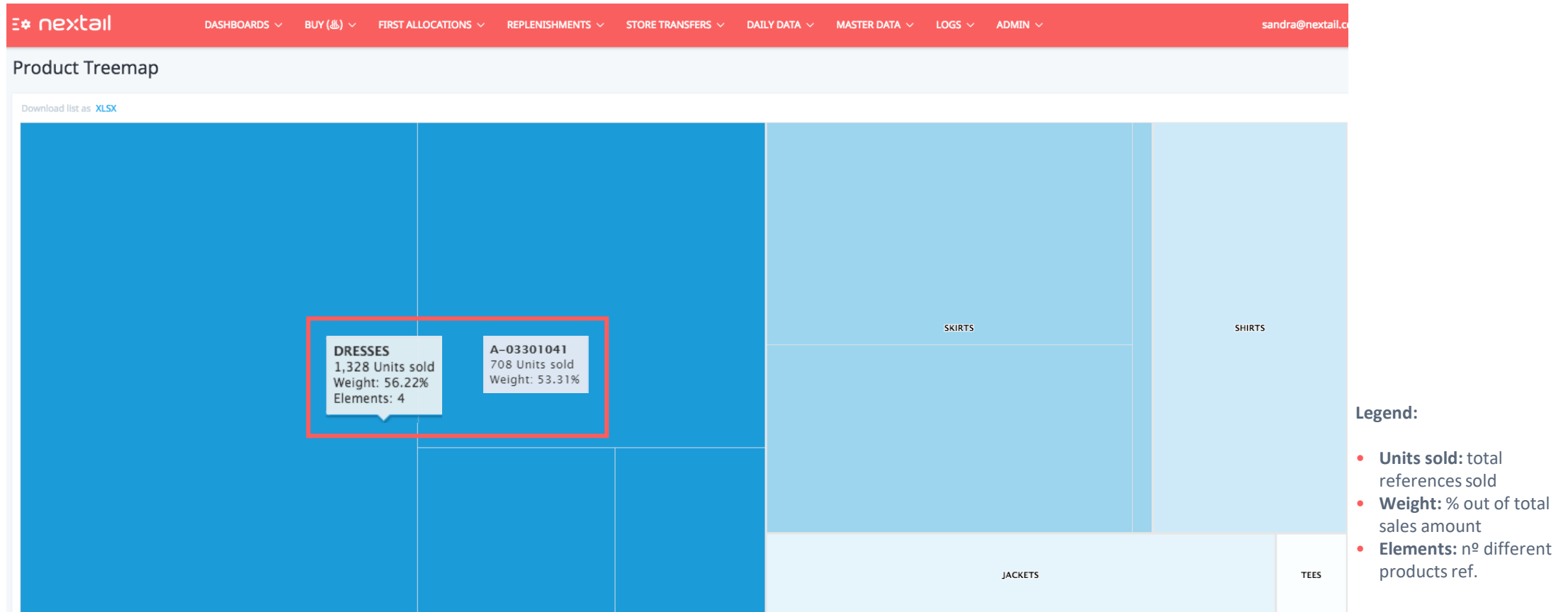
Click on a product family for **full detail** on the sales of its different products

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
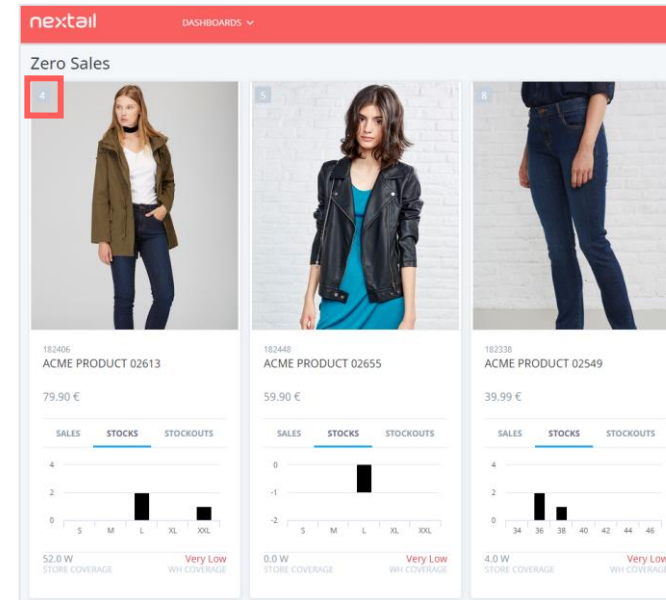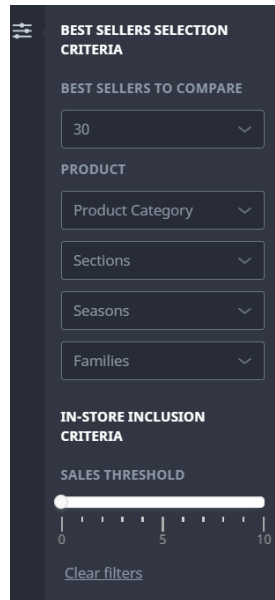
Deepen your analysis using the filters available on the page:

- **Best sellers:** define the number of bestsellers to compare
- **Product filters:** choose the bestsellers by the product multi-category filters
- **Sales threshold:** set a minimum number of sales that a product must have sold in the store. Products that haven't reached the criteria will be listed on the result page.

- The product card shows the ranking number of bestseller
- Check this report and make sure that company bestsellers are properly displayed
- If the product doesn't work in your store let your manager know

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

- **Ghost Stocks** are helpful for cases in which, due to a stock mismatch, the replenishment of the product has stopped, and the store has stopped selling it.

- The ghost stock report helps to identify cases when the theoretical stock is different to the real stock

- Frequently review this report, find out if the product is displayed on the shop floor; if not check the stockroom and make sure the product exists

- If you find out that the product isn't in the store report it, follow your company's policy
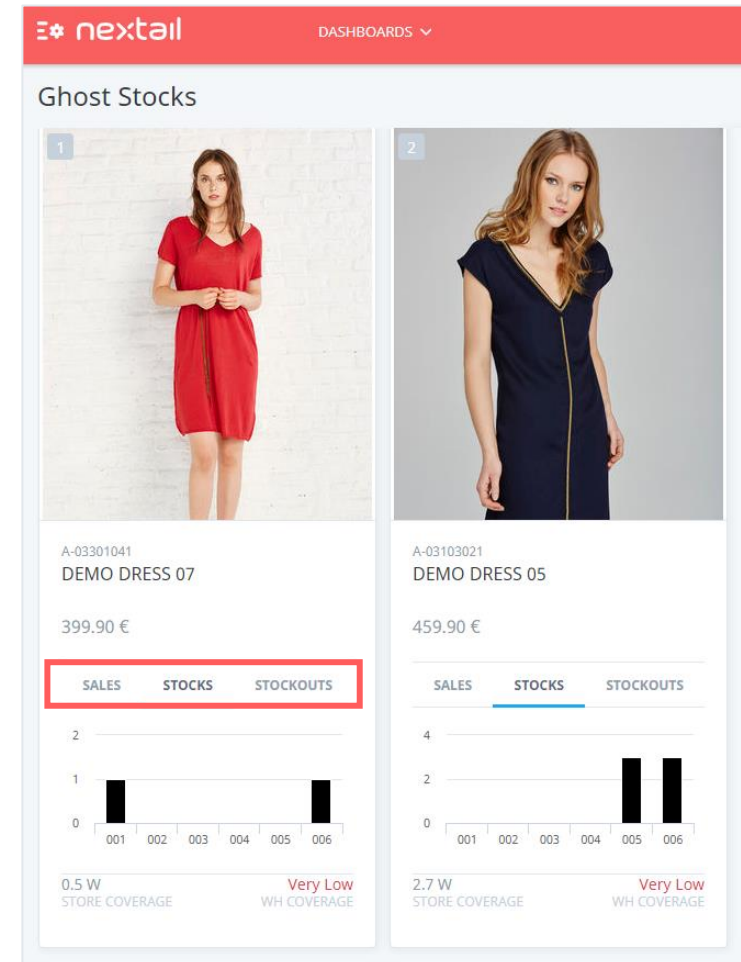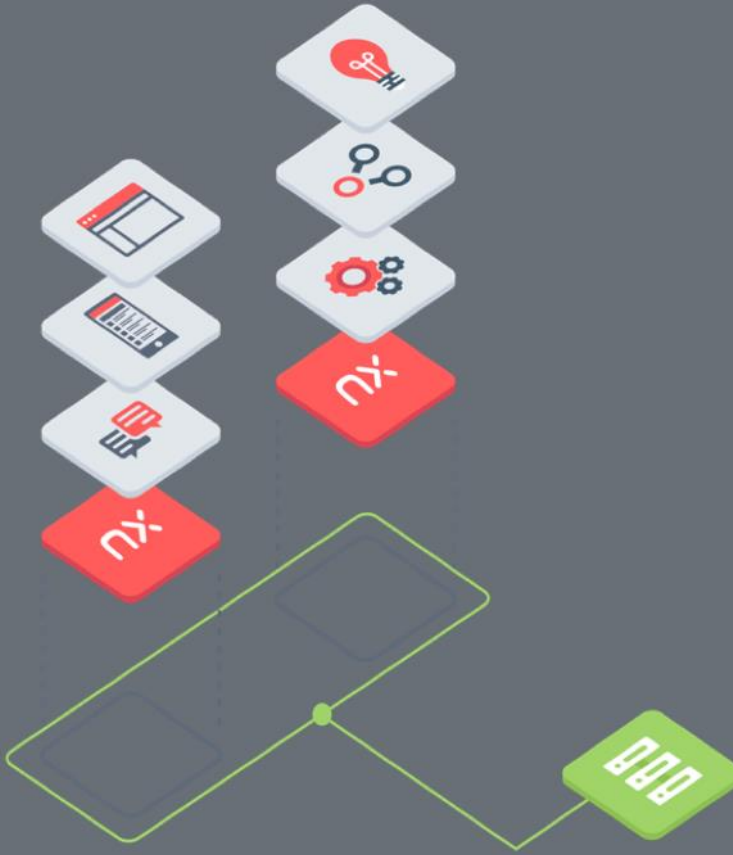
Agenda

1   Introduction to Nextail

2   Getting started

3   Main reports: dashboards

4   **Appendix**

     1   Reports summary

     2   Glossary

Reports summary

Concept	Definition	Purpose
Ghost Stocks	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	• Identify products with differences between theoretical and real stocks • Replenish products not available in the store from the warehouse
Zero Sales	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	• Identify products with non-displayed stock • Identify products with potential stock discrepancies
Top Stockouts (*)	List of best-selling products in the store (top 100 in the last 30 days) listed by stockout level	• Identify products to replace/relocate if minimum display is not met • Request special replenishments from central warehouse • Reorganize visual presentations
Top Sales (**)	List of the 100 top selling products in the store for the last 14 days	• Identify products that are sold the most • Manage replenishment of products in stores

(*) **Top Stockouts** is a report configured by default for Store users.
(**) **Top Sales** is a report only configured for Store users

Glossary

Concept	Definition
Coverage	Measured in weeks and calculated as the ratio between stock and the sales quantity for the last 28 days multiplied by 4
Sell-out	Units sold divided by units purchased (global indicator at company level)
Sales Products	Units sold for each product
Total Stock	Warehouse Stock + Transit stock + Stock in stores
Absolute Stockout	% 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
Minimum display	Minimum units needed to exhibit/display a product in a store
Sell-Through	Units sold divided by units received (indicator at store level)
Store Stock Products	Available stock for a product in a store. Also, known as commercial stock.
Stacked	Filtering option for categories with subcategories to show how the data for a category is built by stacking data from subcategories
Real Stockout	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