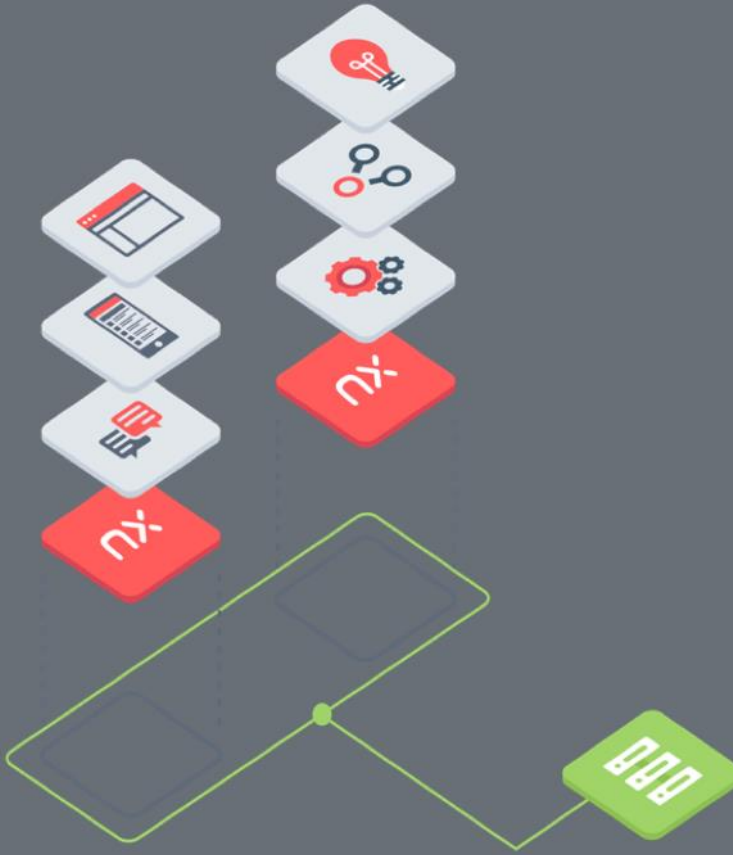# nextail

Mobile app guide

October 2019
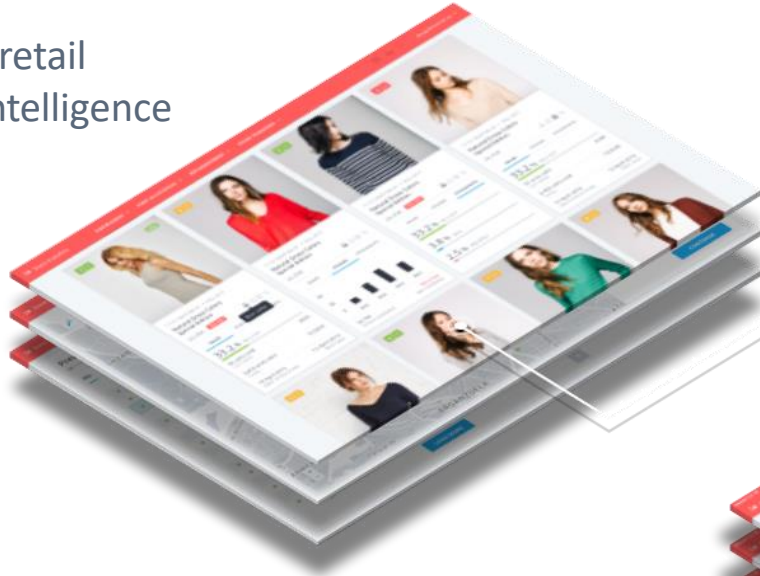
# Agenda

**1**    **Introduction to Nextail**

**2**    Getting started

**3**    Main reports: dashboards

**4**    Store requests

**5**    Appendix

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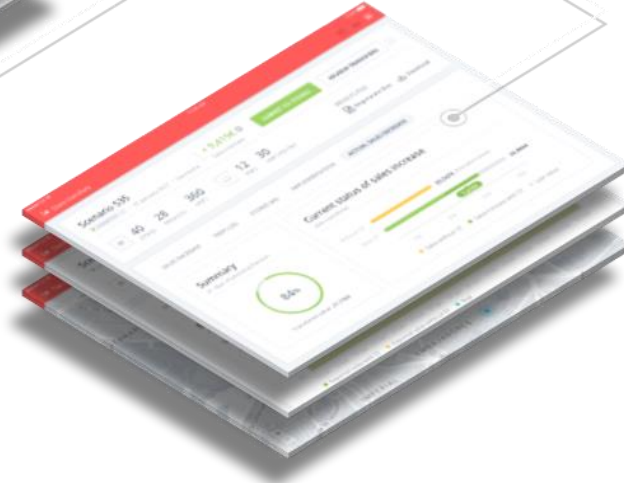
Agile retail
business intelligence

Store mobile
app
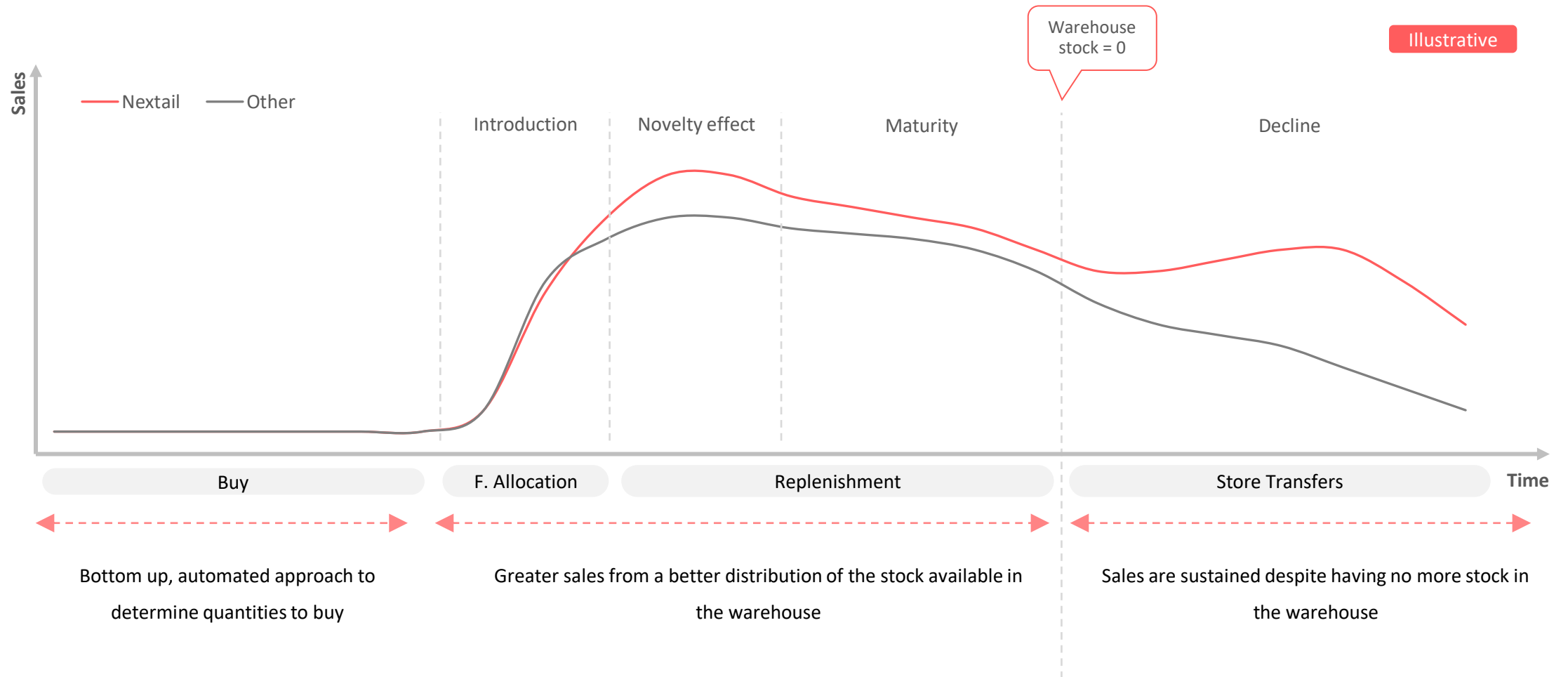
Inventory optimization
engines

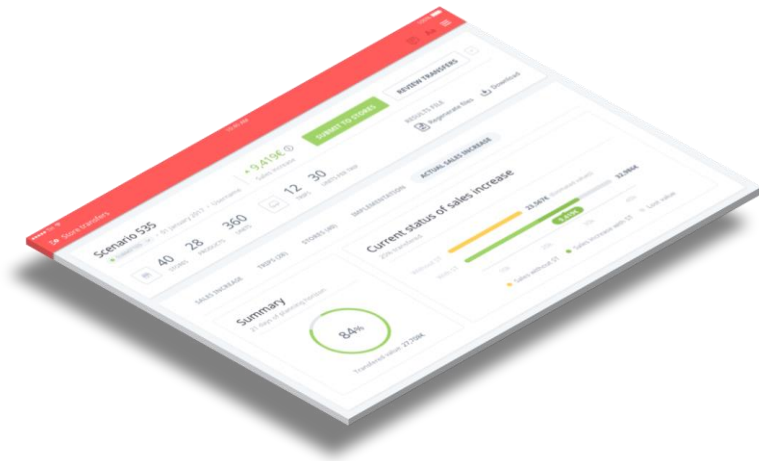# Nextail helps retailers maximize the return on investment of their stock

| 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



**Sales**

Nextail — Other

Warehouse stock = 0

Illustrative

Introduction | Novelty effect | Maturity | Decline

**Time**

Buy | F. Allocation | Replenishment | Store Transfers

Bottom up, automated approach to determine quantities to buy

Greater sales from a better distribution of the stock available in the warehouse

Sales are sustained despite having no more stock in the warehouse

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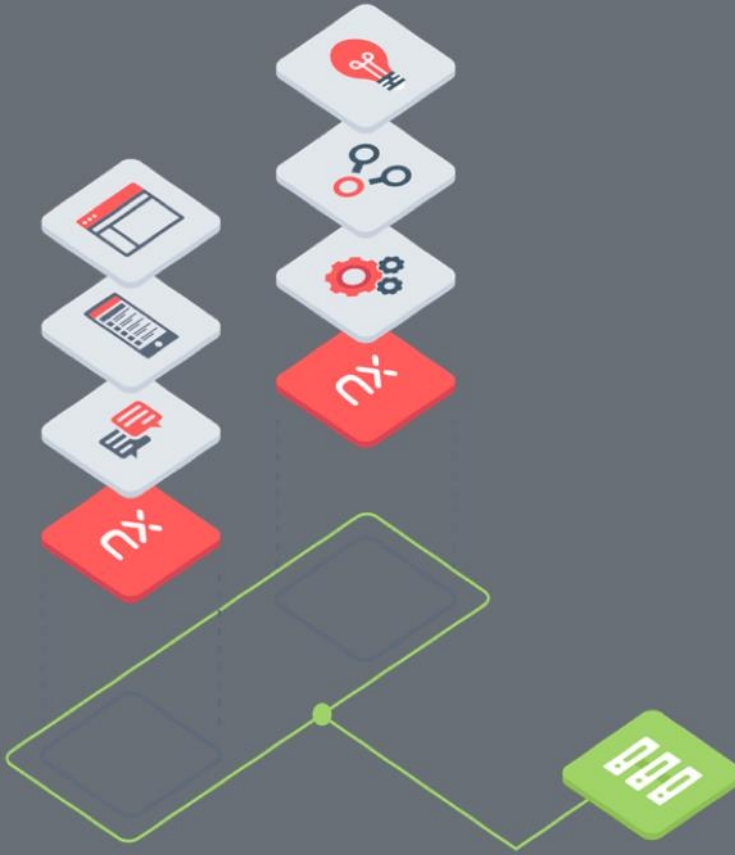KPIs and reports calculated automatically overnight so that retailers can make decisions first thing in the morning.

**Multi-platform**
Available on PC, tablet or phone

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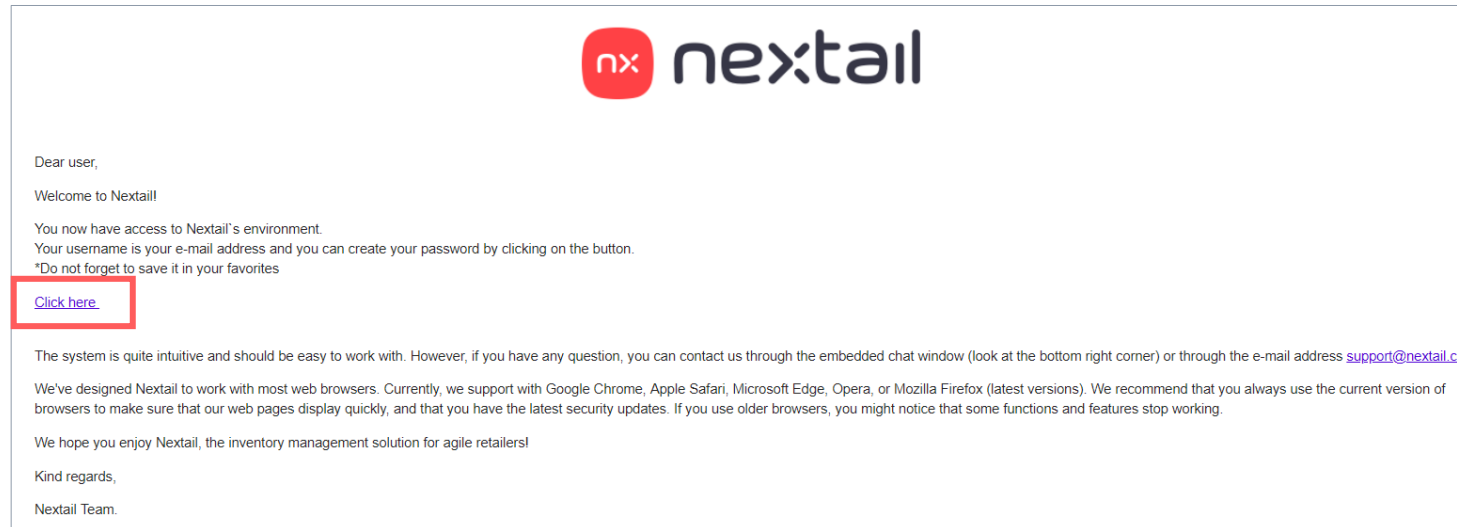Designed as a consumer app, it is very intuitive and easy to use

# Agenda

**1**    Introduction to Nextail

**2**    **Getting started**

**3**    Main reports: dashboards

**4**    Store requests

**5**    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

# You can log in to your Nextail account by opening Nextail's mobile app and introducing your details
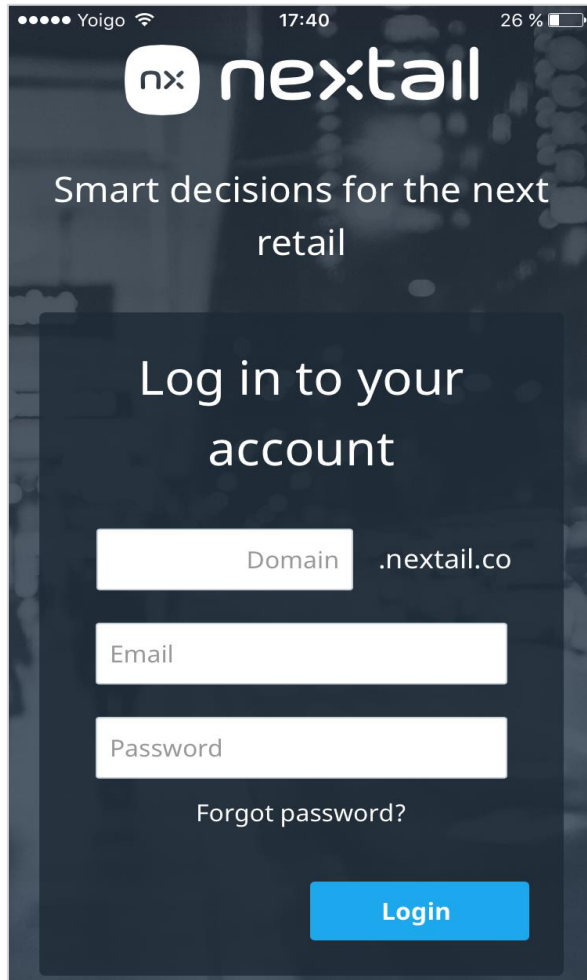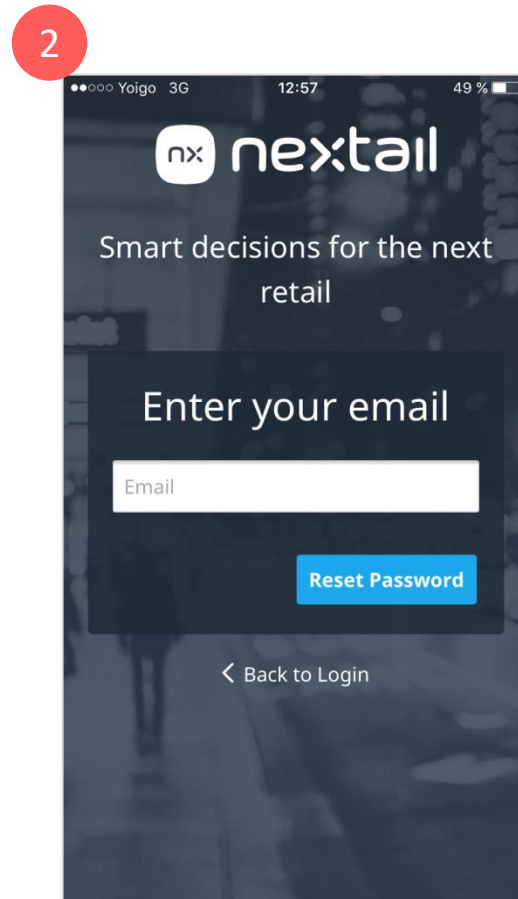


**1** Introduce the name of your Brand in the Domain field

**2** Introduce your user email and password in the Email and Password fields

**3** Click on the Login button

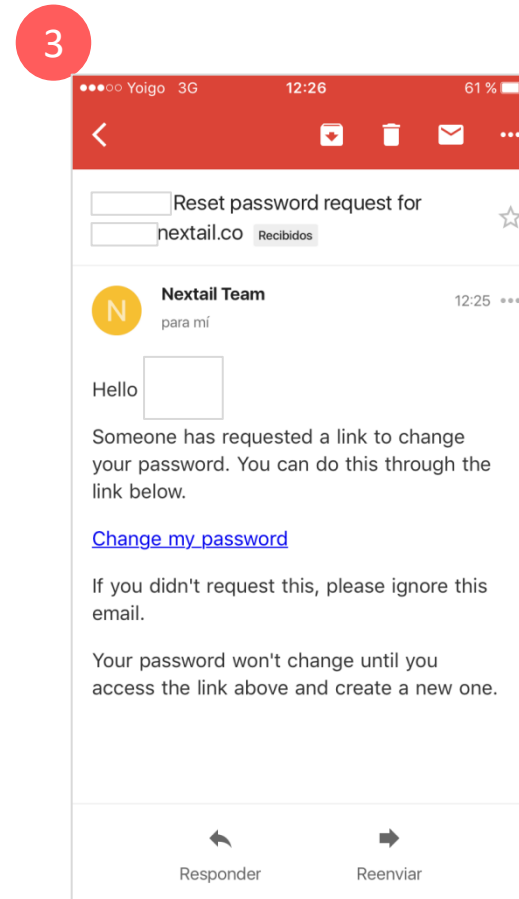**4** You can recover your password by clicking on Forgot password?

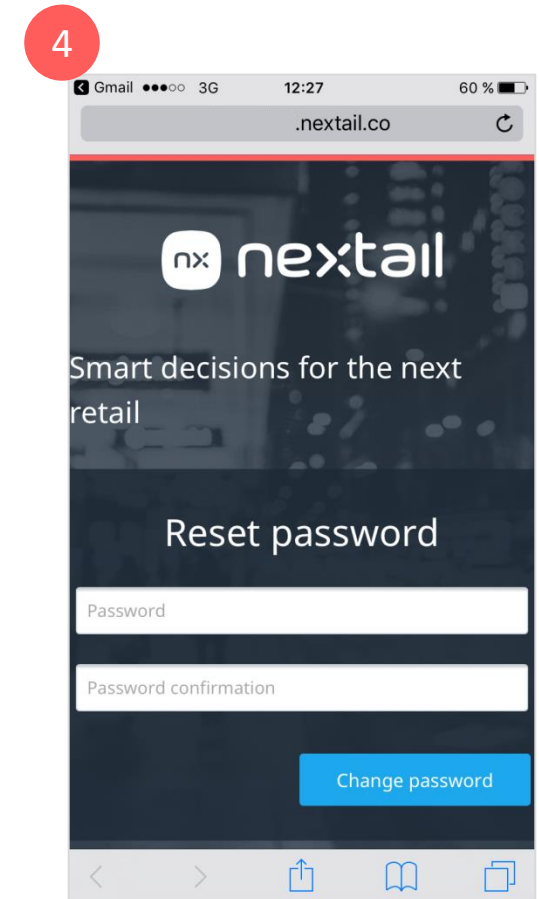# If you forget your password it can be reset from the login page
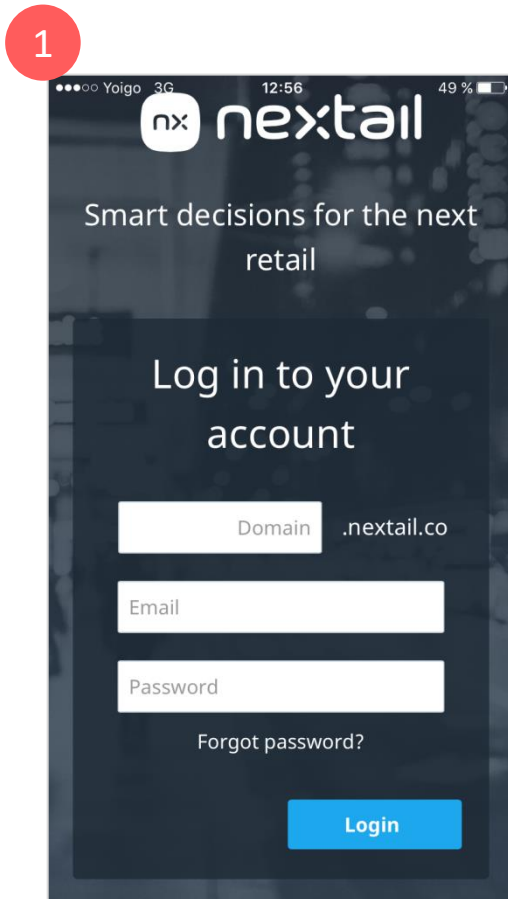


**1** Introduce the name of your Brand in the Domain field and click on "Forgot password?"

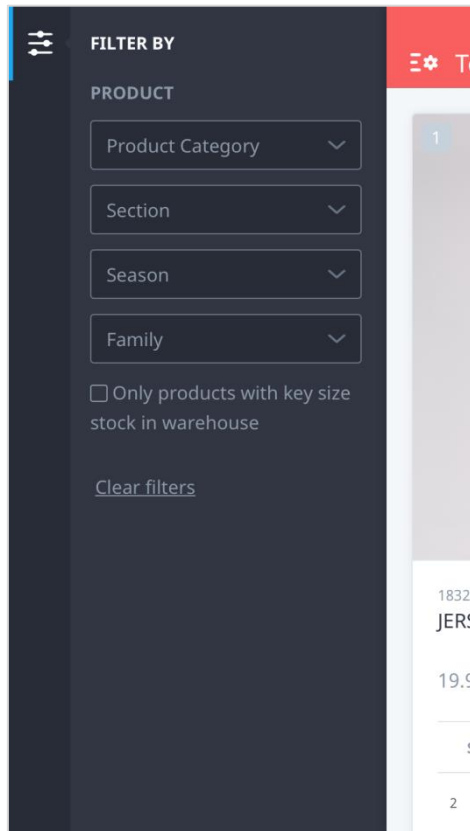**2** Introduce your user email and click on "Reset password"

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

**4** You will see a similar screen where you have to introduce your new password twice and click on "Change password"
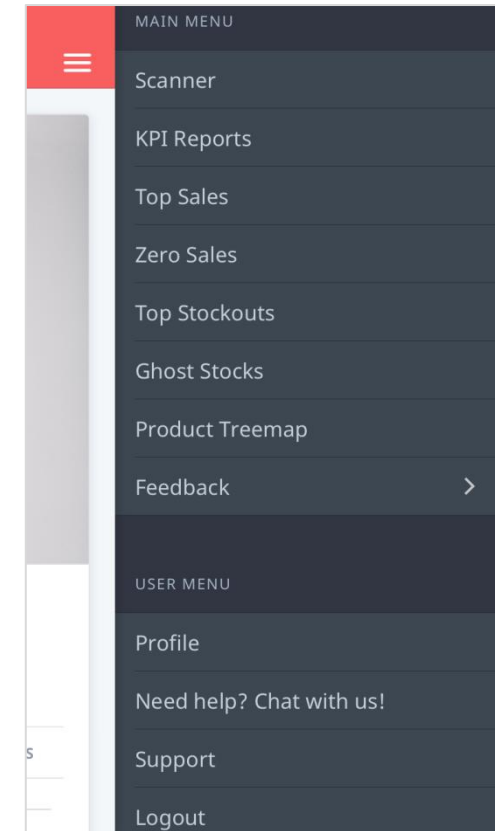
# You can navigate the home page from the top right and left buttons in the menu bar



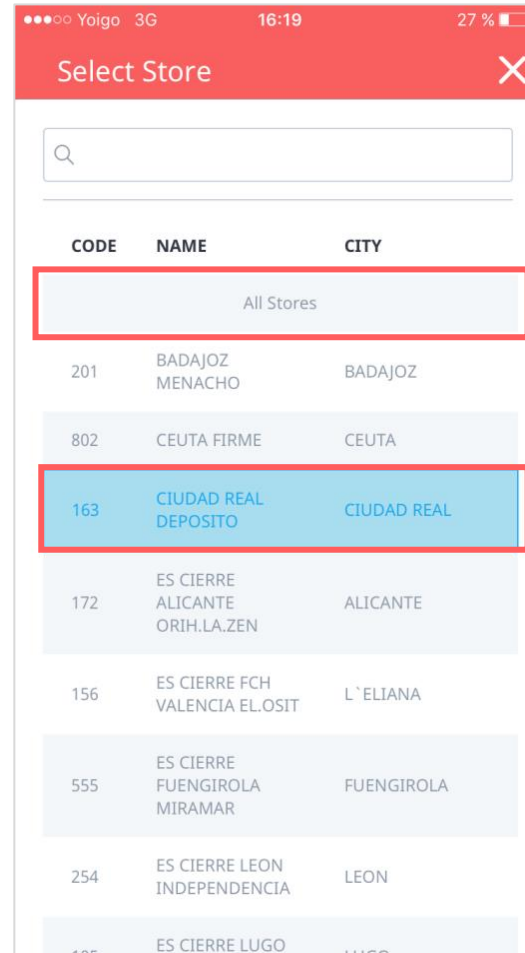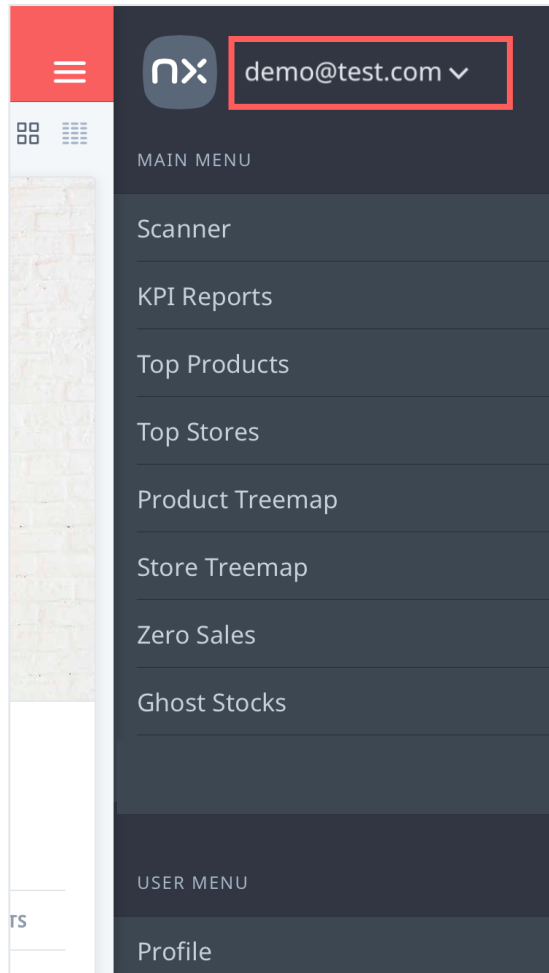Click on the top left button to access the **Filter By menu.** You can filter information at Product level

By default, the App **shows Top Sales report** (top 100 products sold in the last 14 days)

Click on the top right button to access the **Main Menu and User Menu**

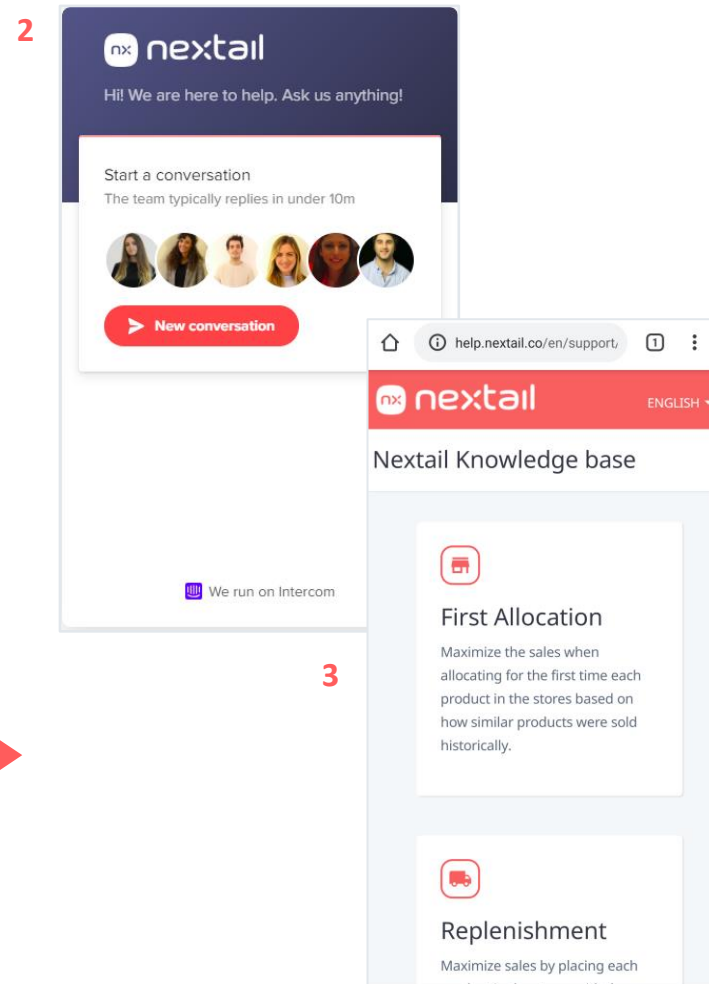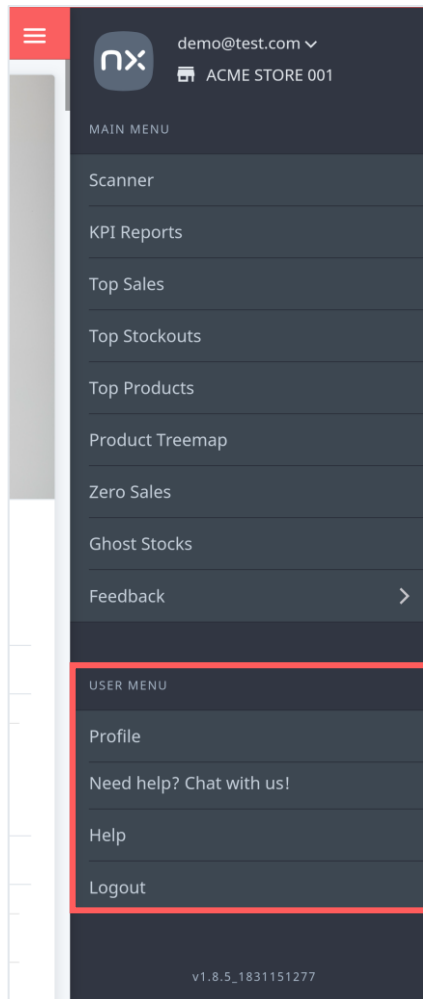# Managers have more user rights and can access valuable information at store or all stores level
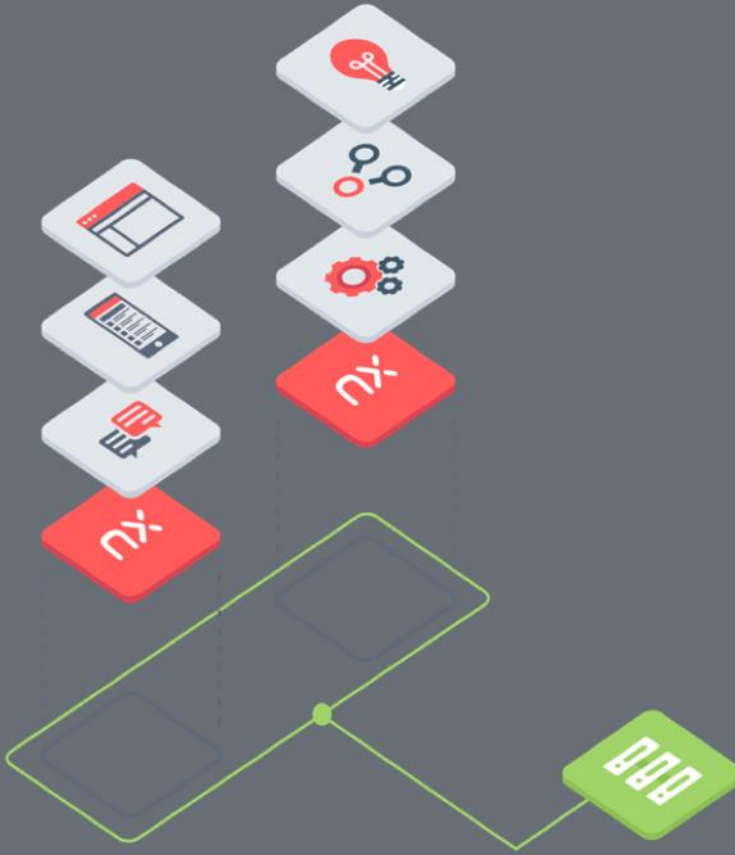


**Select all stores**

**or**

**A specific store**

# The User Menu allows you to customize your profile, request help and logout



**2**

**3**

**1|** **Profile:** update your password, personal information and language

**2|** **Chat with us** by clicking here.
A chat with our support team will open up

**3|** **Help:** access to our Knowledge base articles

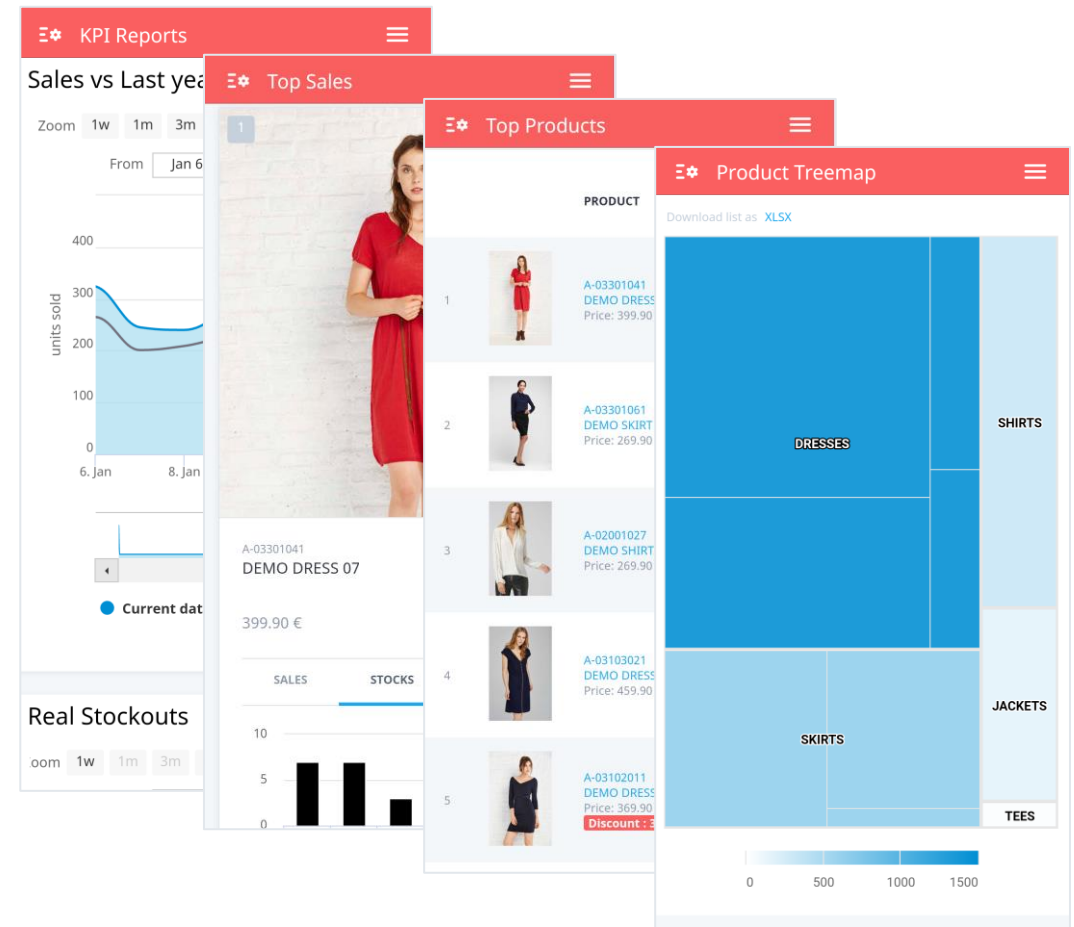**4|** **Logout:** exit the app / log with a different user

# Agenda

**1**  Introduction to Nextail

**2**  Getting started

**3**  **Main reports: dashboards**

**4**  Appendix

# The main menu allows you to extract a variety of information for the products already filtered and to request units
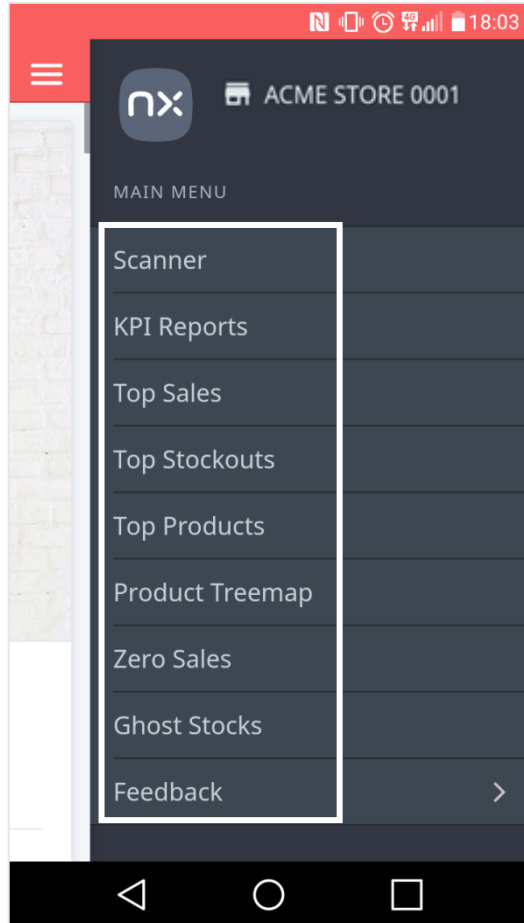
**Available reports**

# The scanner can read the barcode of a product and show key product information

- Select **Scanner** in the Main Menu

- Focus the camera on the product barcode

- The app reads the barcode, identifies the product and shows the product card

# The multiple barcodes option allows you to scan a group of products in a row
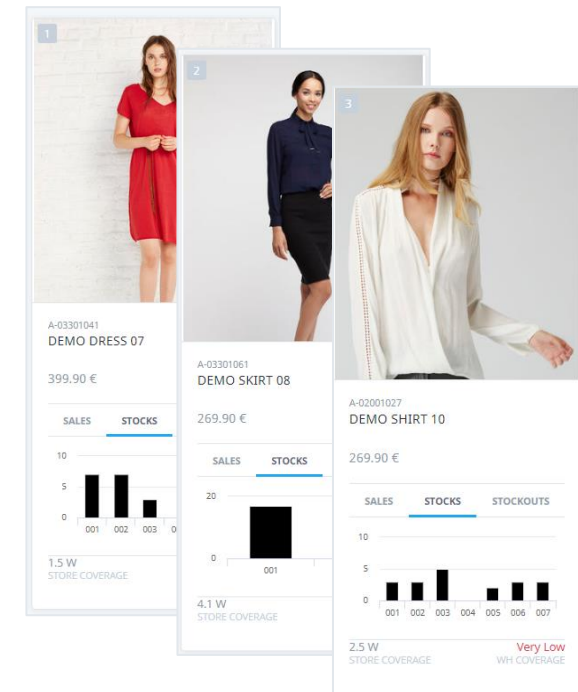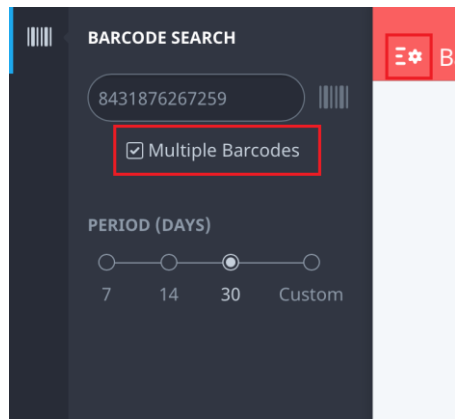


**1|** Scan a product and select the filter on the left side to activate the **"Multiple barcodes"** option. Then, click on the code field to continue with step 2.

**2|** **Start scanning** the barcodes in a row without stopping. When you have finished, press "Search" or "Back".

**3|** The app will process the information and show the product cards ordered by decreasing period sold units

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

**Ranking** `4`

182302
ACME PRODUCT 02516

**Product reference and description**

**Full price** (without markdown)

29.99 €

SALES    STOCKS    STOCKOUTS

**Sell through:** units sold divided by units received

65.3% SELL THROUGH

153 units sold
SALES PERIOD          4,588.47 €

1,348 units sold
TOTAL                 40,426.52 €

**Value of the units sold in the selected period**

**First sale date**

FIRST SALE  2 Jul 2016

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



A-02001027
DEMO SHIRT 10

269.90 €

SALES    **STOCKS**    STOCKOUTS

10

5

0
001  002  003  004  005  006  007

2.5 W
STORE COVERAGE

Very Low
WH COVERAGE

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

Weeks of **coverage** with store stock



A-02001027
DEMO SHIRT 10

269.90 €

SALES    **STOCKS**    STOCKOUTS

10

5

0
001  002  003  004  005  006  007

2.5 W
STORE COVERAGE    BLOCKED

Very Low
WH COVERAGE

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

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

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

**Ranking**

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
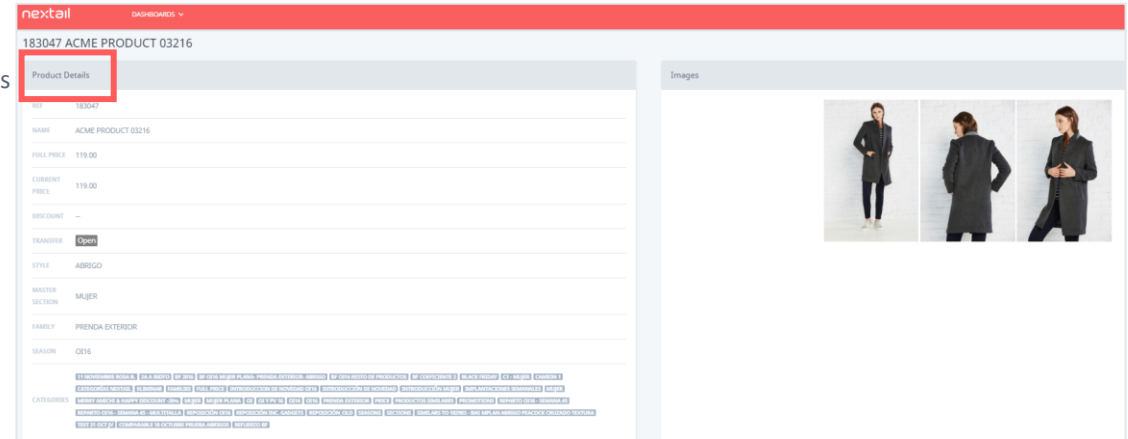
20.9% ABSOLUTE

6.6% REAL

**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

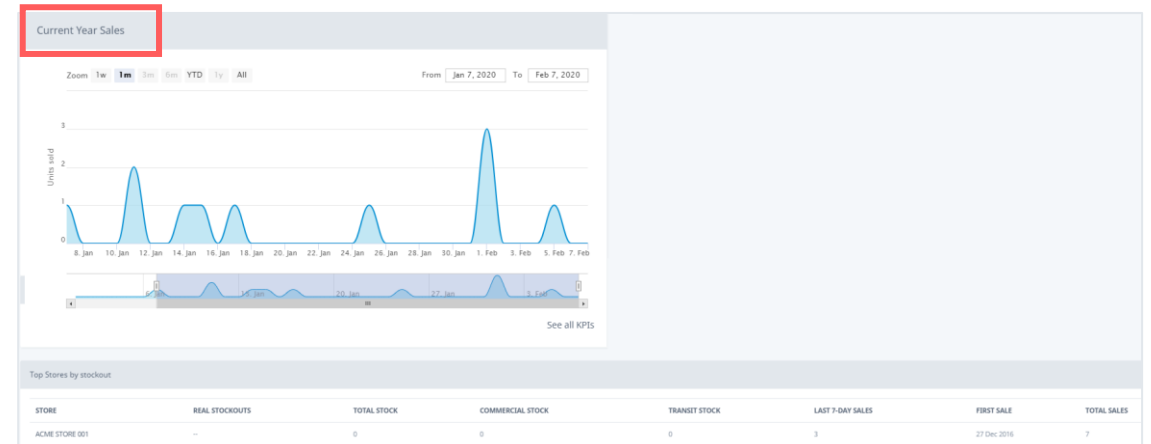# You can access further details about a product by opening its product card
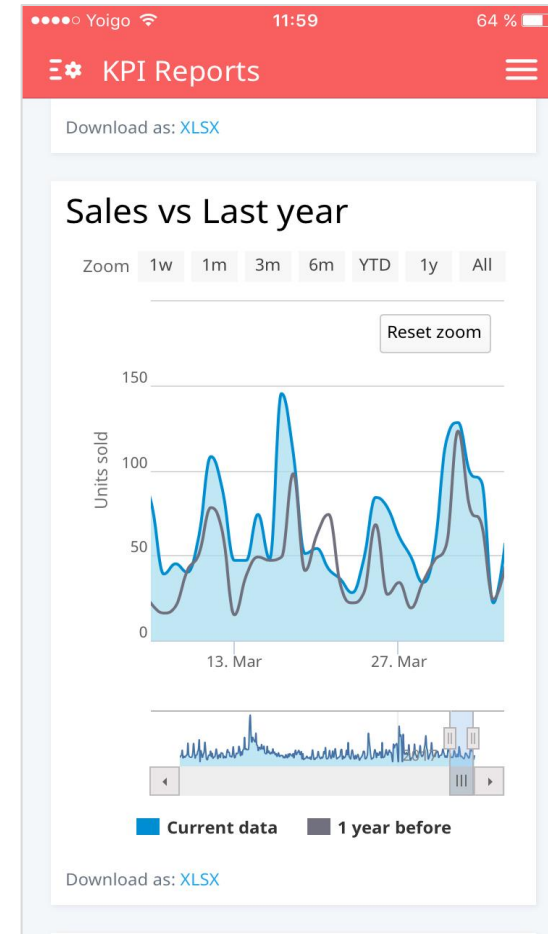
# KPI reports allows access to the most relevant business information - sales & stocks

- KPI reports shows relevant information related to sales, store stocks, transit stocks, coverage, and real stockouts for a specific time frame, among other relevant data.

- KPI reports helps to quickly monitor Key Performance Indicators.

- Files can be downloaded for further analysis and sharing.

# Filters can be applied to monitor specific categories, seasons and/or products

# 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
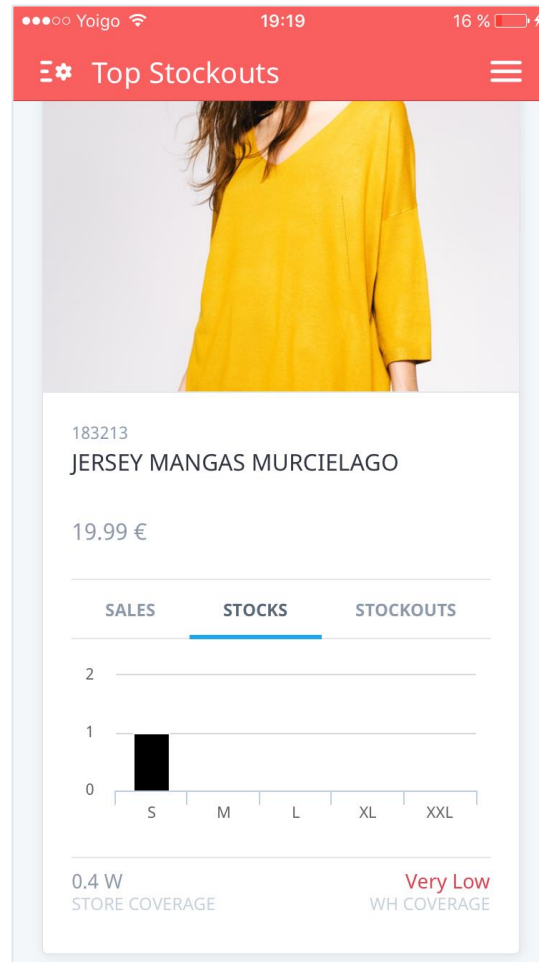


- **Top Stockouts** also shows relevant information about the product

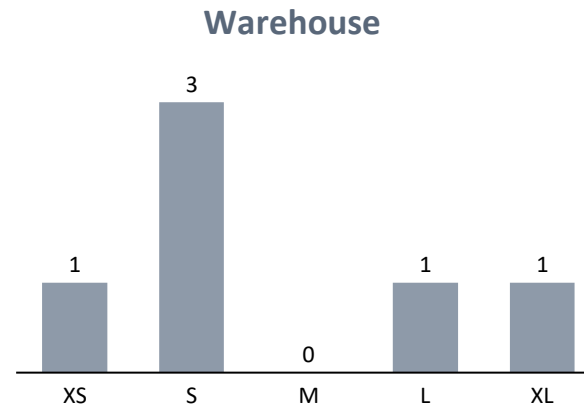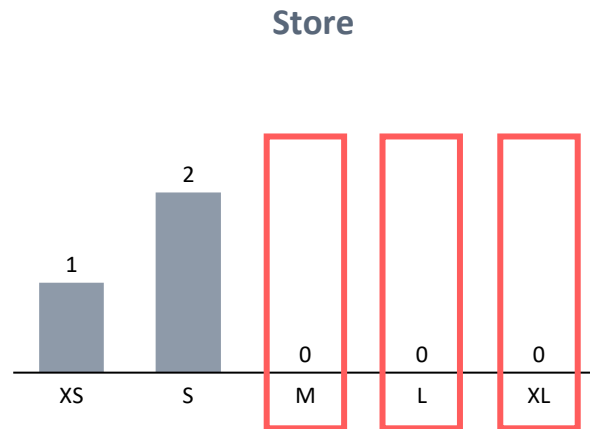- **Top Stockouts** helps to identify stockout products and assess replenishment orders and store transfer movements

- Review products display frequently

- If a product has high absolute stockouts follow your company's commercial policy
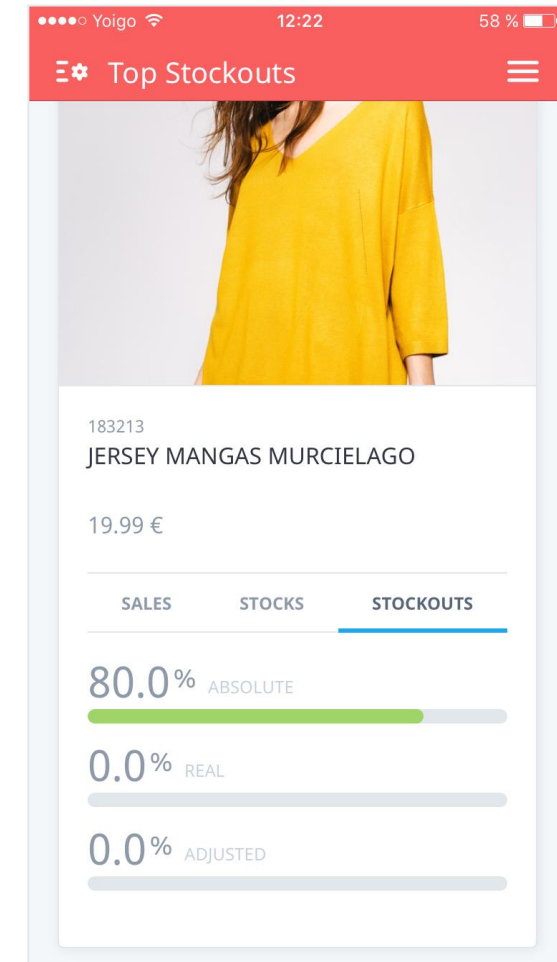
# There are some differences when speaking about absolute or real stockouts

**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%)
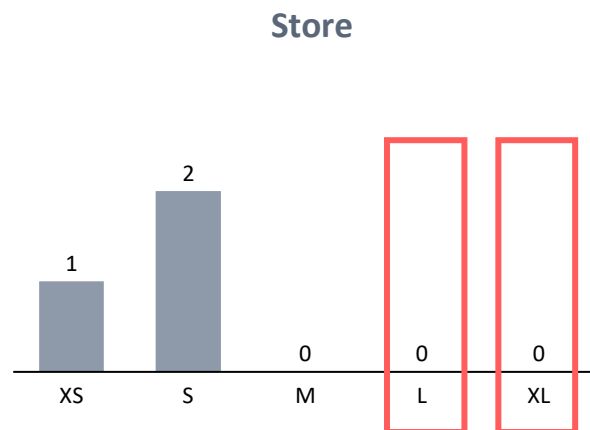
**Store**



**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%)

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

Information can be displayed **in cards**… 
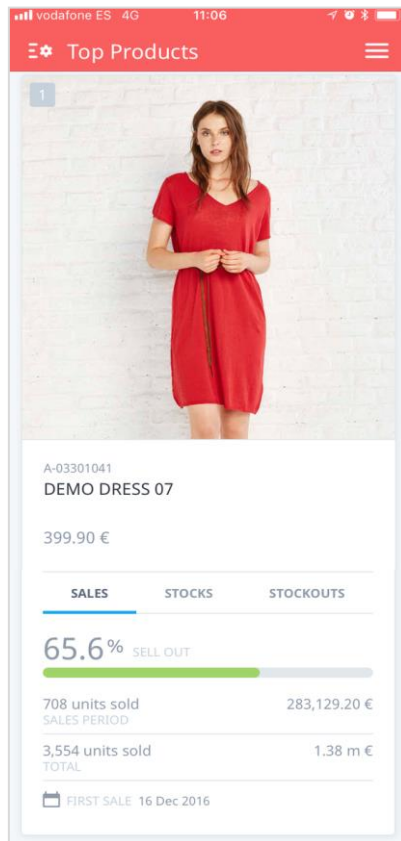
…or **in a list**, that can be exported to excel
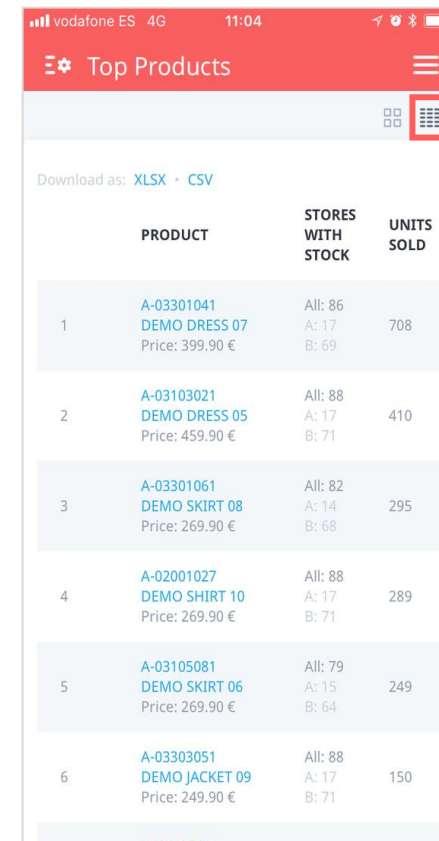
# Top products allows access to relevant operational information for the day-to-day business using different filters and display options



**Top 30 products** in units sold for the selected period

**Bottom 30 products** in units sold for the selected period, in the store
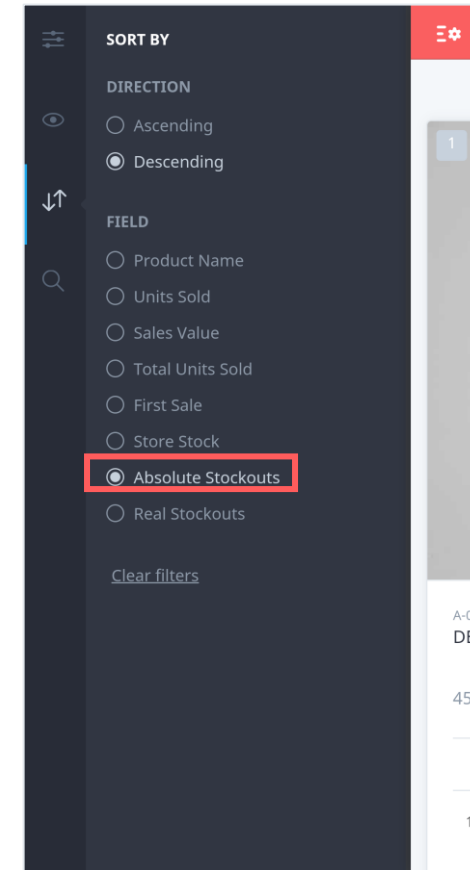
Top Products ranked by **stockout level**

# Product Treemap shows information on the amount and % of units sold by product family in the last 7 days
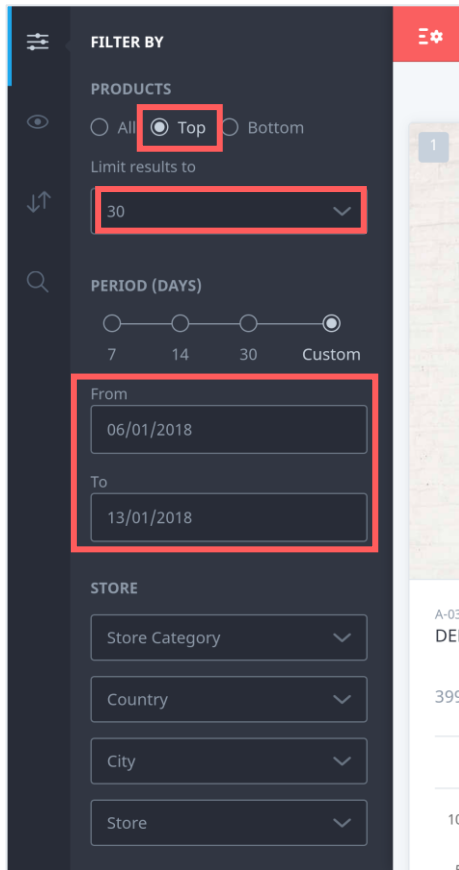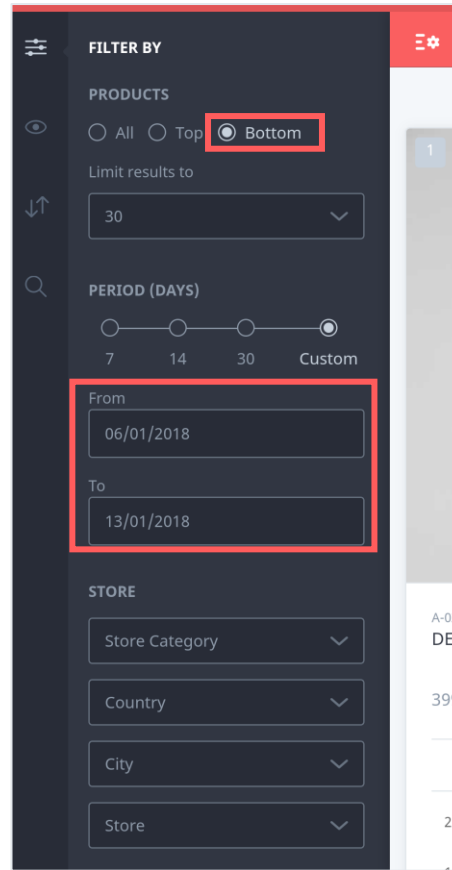
- **Product Treemap** is a map with the top selling families and their product details

- **Product Treemap** helps to visualize top selling categories and their relevant size compared to other categories, as well as product mix within each category

- Use this report to understand the weight of the products that you are selling

- It allows you to understand if the amount of space given to a category of products in the store is aligned with weight of the sales
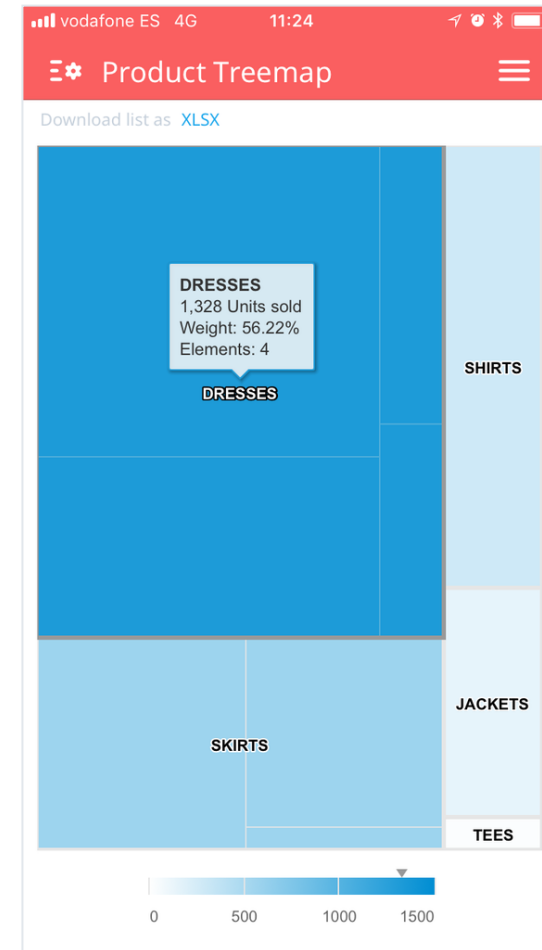


**Legend:**

- **Units sold:** total references sold
- **Weight:** % out of total sales amount
- **Elements:** nº different products ref.

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
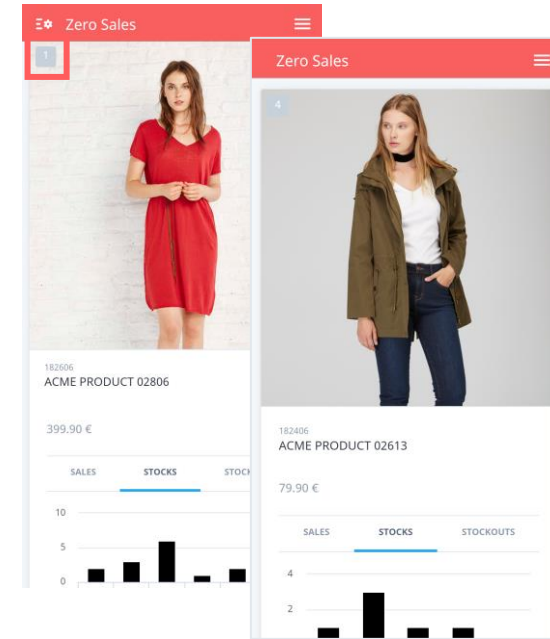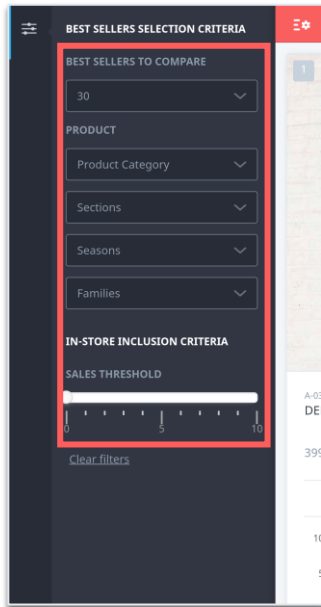


Deepen your analysis using the filters available on the page:

- **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 have moved from having strong sales to not being sold at all 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
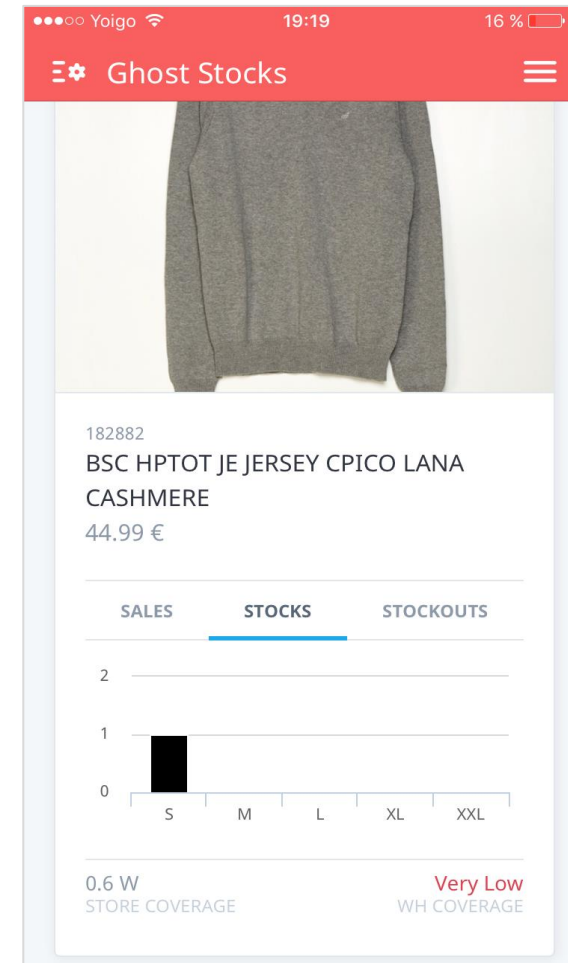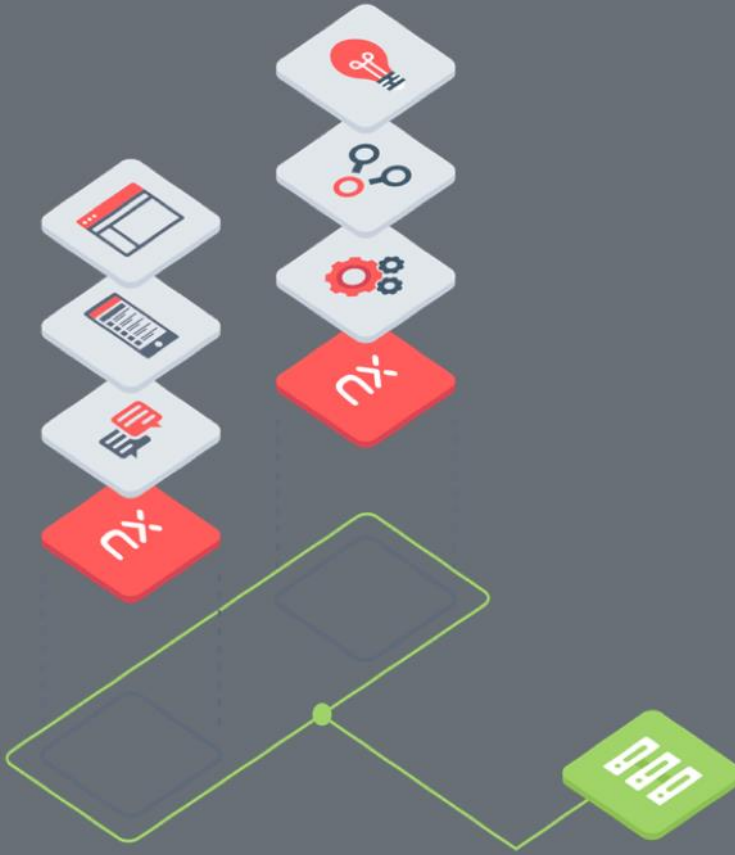
# Agenda

**1**  Introduction to Nextail

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# Store requests was designed in order to increase the sale opportunity when there is no stock in store and there is availability of units in warehouse



**Process:**

1.  Customer comes into a store to buy a product that the store does not have.

2.  The staff member uses the mobile app to order the product.

3.  Replenishment scenarios will take into account this request and it will be seen in the mobile app.

4.  In the next replenishment the product is sent to the store.

5.  The customer comes back to buy the product.

# Store requests is an end to end process using the mobile app
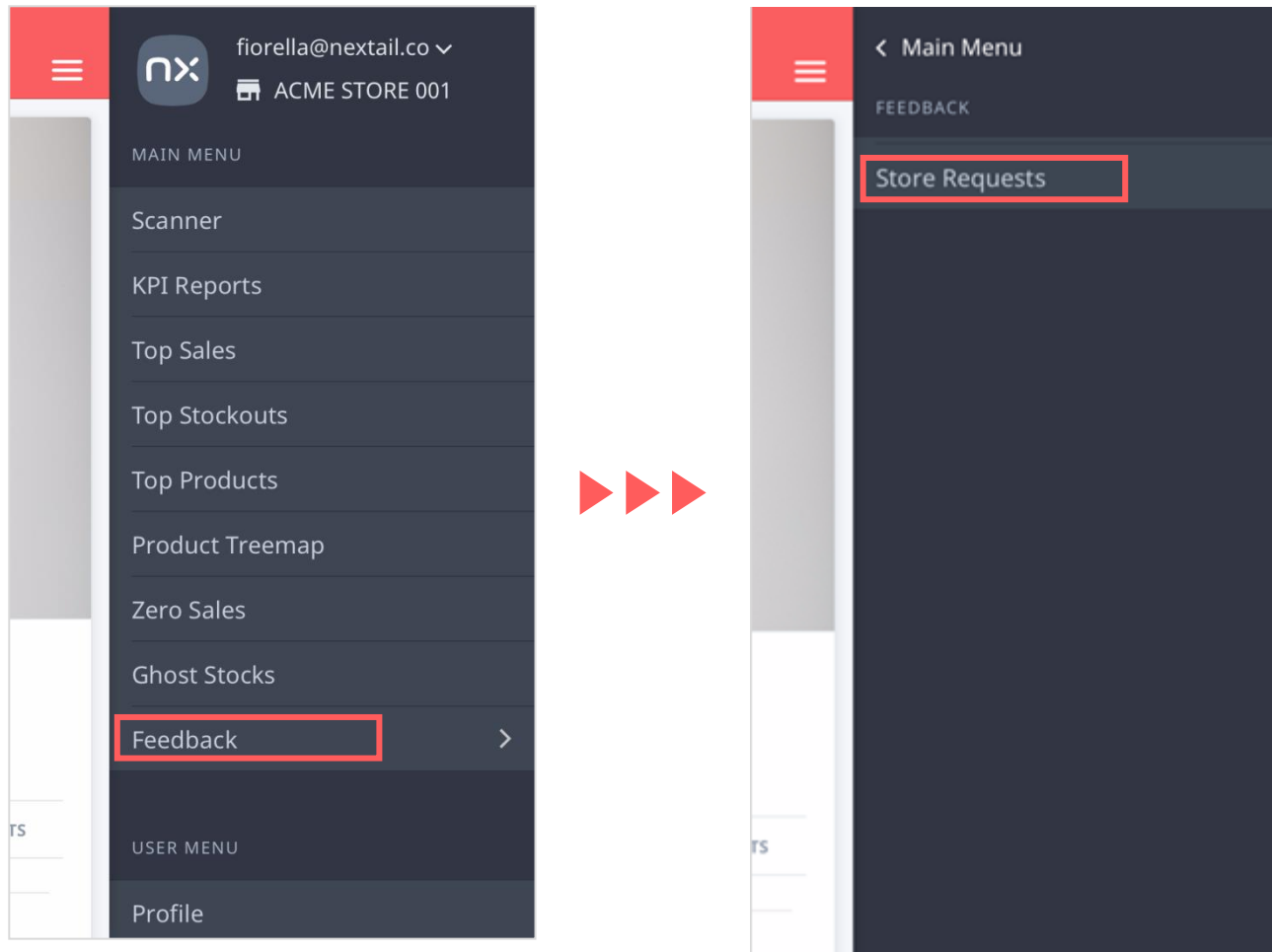


- **Click on feedback** from main menu list

- Select **"Store request"** to order the product

# To order products you can do it by manual search (product code) or using the scanner
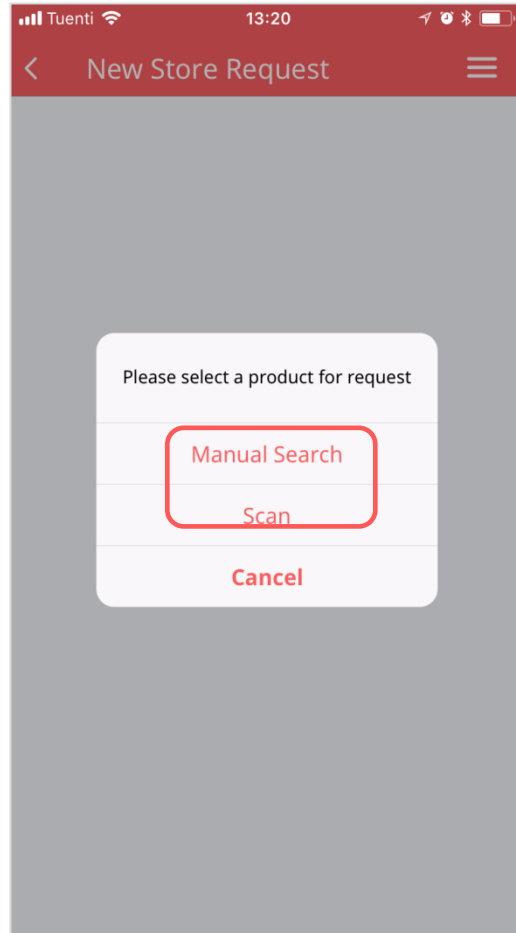


The two options to search the product are: **Manual search or Scanner**
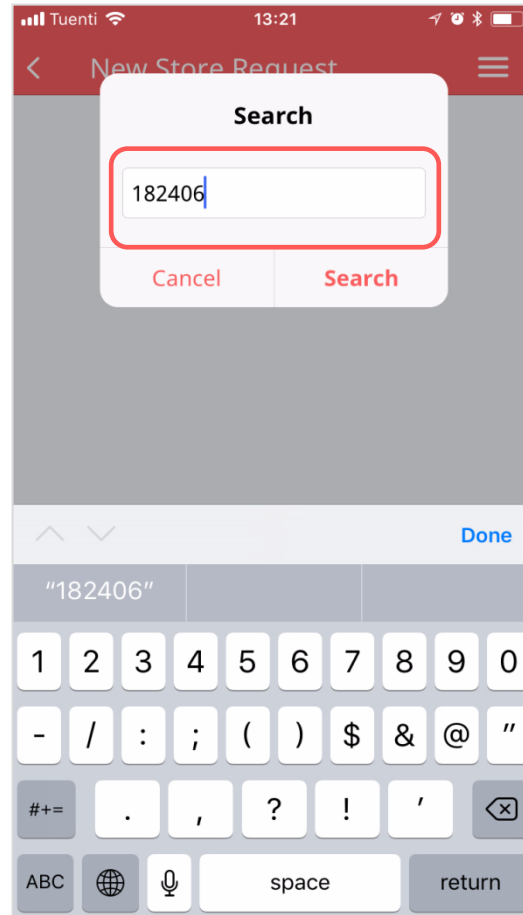


Insert the code or reference of the product to **search**



Or **Scan** the barcode of the product with the camera

# It is possible to select different quantities per size and add more units before replenishment
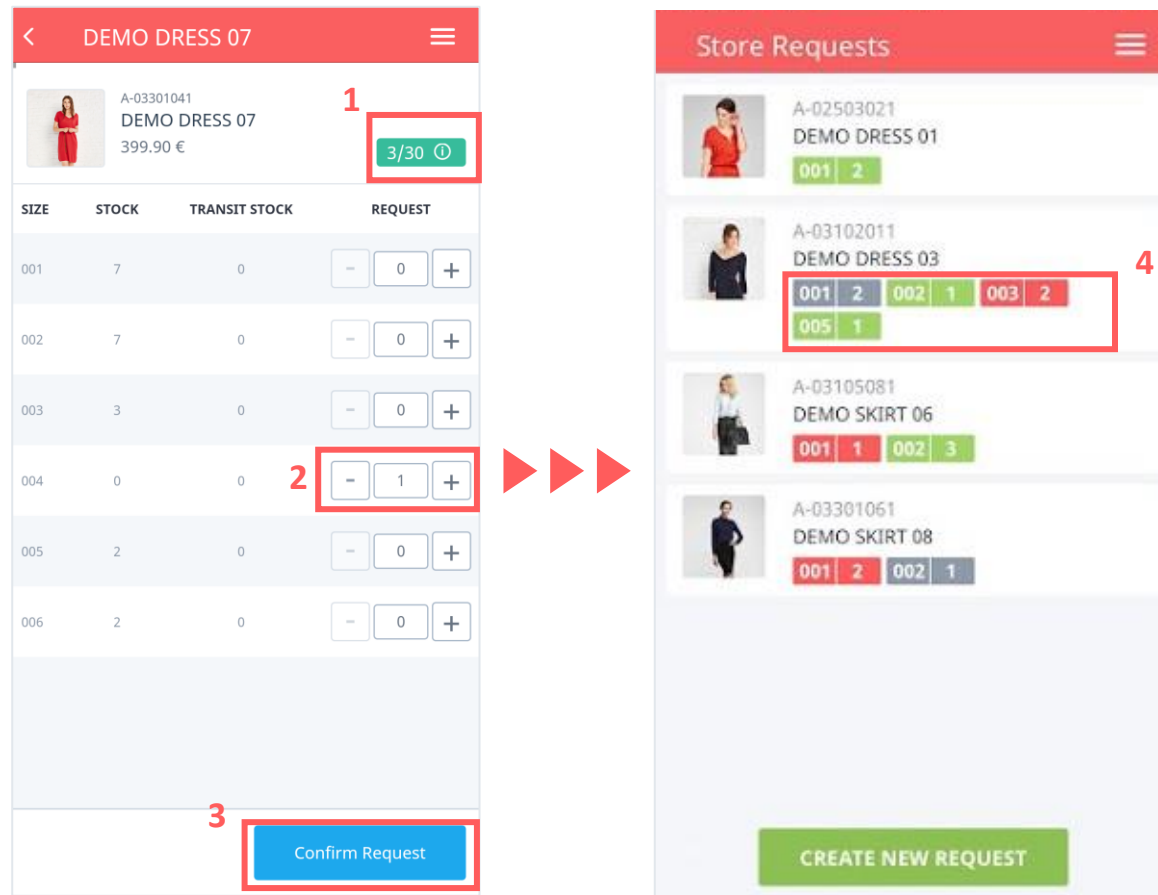


**1** | **Maximum number of requests** per product

**2** | **Add units** by pressing the "+" button or **remove units** with the "-" button

**3** | Press **"Confirm Request"**

**4** | On the summary page of the requests, the store user can have visibility of the order status with the colour codes:

Grey: still pending
Green: approved
Red: rejected

**Important:** The units of the submitted request cannot be edited. If there is an error, notify the head office.
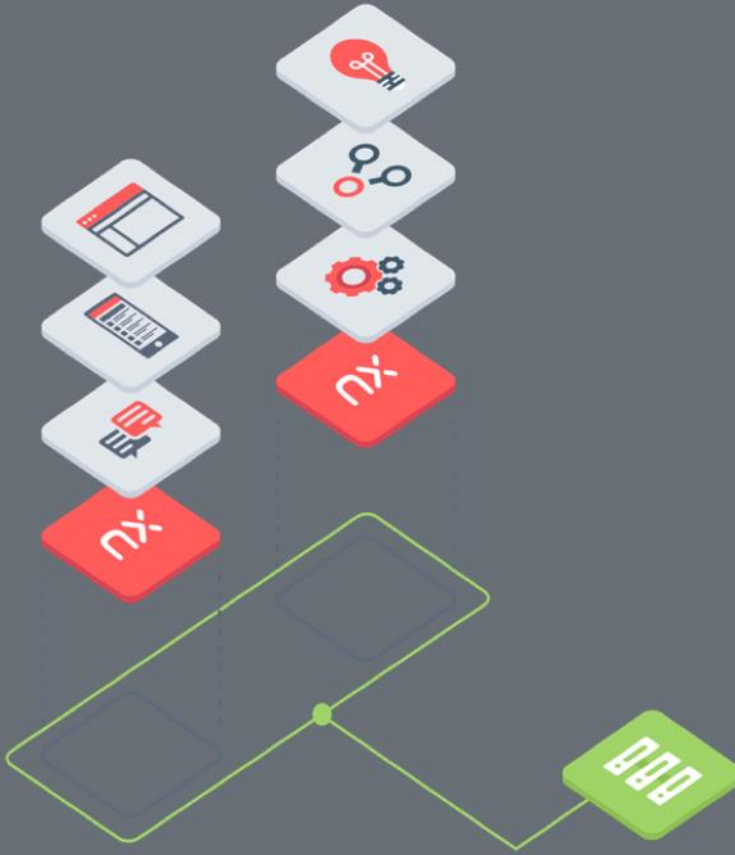
# Agenda

**1** Introduction to Nextail

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   **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<br>• 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<br>• 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<br>• Request special replenishments from central warehouse<br>• 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<br>• Manage replenishment of products in stores |

(*) **Top Stockouts** is a report configured by default for Store users. Managers can view if from Top Products
(**) **Top Sales** is a report only configured for Store users. Managers can view info from Top Products

# 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 |