Retail**Brio**

A DATA-DRIVEN DECISION-MAKING SOLUTION FOR REVENUE OPTIMIZATION THAT WORKS FOR YOUR RETAIL STORES

Pursuing revenue optimization is an ongoing quest in the fiercely competitive retail realm. We understand the challenges you face, and we present **Retail Brio** - a data-driven decision-making framework using data science and ML - that has been meticulously engineered for multi-category multi-brand retailers like you to deliver real results.

POWER YOUR GROWTH

RECOGNIZING REVENUE DRIVERS
Identify and quantify the key factors that drive the change in your revenue.

CUSTOMER SEGMENTATION
Identify active and inactive, high and low valued customers based on buying patterns.

PRICE ELASTICITY ANALYSIS
Identify which products are to be selected for discounts and promotions for your multi-category multi-product retail chain.

RECOMMENDATION ENGINE
Personalized product recommendation at scale for customers.

DEMAND FORECASTING
Forecast sales for product categories, products and SKU levels on monthly or weekly basis into long-term or short-term horizon.

With the **Revenue Tree Analysis tool**, you gain deep insights into the specific drivers of revenue. This data-driven approach empowers you to break down revenue changes over time, identifying the key factors such as basket size, revenue per basket, customer count, and price adjustments due to inflation. This helps you focus attention effectively on the areas that matter most.

Segmentation Analysis allows you to segment your customer base with surgical precision. By understanding your customers better, you can tailor your marketing and sales strategies to resonate with their preferences and behaviors, resulting in increased customer loyalty and retention.

Price Elasticity Assessment helps you determine the perfect pricing strategy for your products. From thousands of products that you sell, identify which product categories and items are best suited for discounts and promotions, ensuring that your pricing decisions boost revenue and maintain profitability.

Our **Recommendation Engine** combines advanced machine learning techniques to provide personalized product recommendations to your customers. This enhances the shopping experience and increases cross-selling and upselling opportunities thus boosting revenue.

The **demand forecasting engine** delivers precise product and SKU forecasts for short-term or long-term horizon as needed. It factors in events, seasonality, and data intricacies, including sparsity and mapping issues. Enhance your sales forecasts and empower your retail business to proactively manage inventory and prevent stock-out scenarios.

Retail**Brio**

A DECISION INTELLIGENCE SOLUTION
FROM BUSINESS BRIO™ FOR RETAILERS

The RetailBrio solution uses customer data and advanced analytics and ML techniques to help you drive marketing strategies, enhance the customer experience, and boost sales while staying innovative and customer focused.

RetailBrio is brought to you by Business Brio™, a leading data science and data engineering service provider.

We are ISO 27001 certified for Information security and ISO 56000 certified for innovation management. Business Brio won the 'Excellence in Analytics' award from NASSCOM, Finalist at Red Herring Top 100 Asia Companies, selected in CIO Insider's Top 10 Analytics Solution Providers list, Times Brand Icon awardee and featured in Forbes India Marquee companies.

Business Brio holds multiple IPs including ISO/IEC Standards, publications, MIT open licenses and patents in analytics/AI domain. We serve a myriad of global clients across many industrial domains and are excited to have you on board.

Key Features :

- **Modular & API-Ready**: Seamlessly integrate RetailBrio into your existing systems, thanks to its modular design and robust API.
- **Easy Setup**: Get started quickly by integrating with your sales and customer data on-prem or on cloud.
- **Data Security**: Your data is safe with us. RetailBrio ensures robust data security and compliance.
- **Customizable Dashboards**: The analytics engine in each module provides standard outputs in dashboards. These can also be tailored to match your retail store's specific needs.
- **Real-Time Insights**: Understand your customers and business better, and stay ahead of the competition with real-time data analytics.

Why Choose RetailBrio ?

- **Advanced analytics & AI engine** : Leverage the power of RetailBrio's statistical and ML algorithms to gain insights from your sales and customer data at scale.
- **Backed by research and IP**: Our revenue framework for retail won award in international analytics conference and is backed by research paper published in Springer
- **Data Integration**: Seamlessly ingest sales and customer data for comprehensive and actionable insights. The API enabled architecture enables quick deployment and integration with your organization's data and analytics environment.
- **Scalable**: Grow your analytics capabilities as your business expands.

Contact us today to learn more about how RetailBrio can drive your retail success.

Business Brio
Opex · Analytics · Research