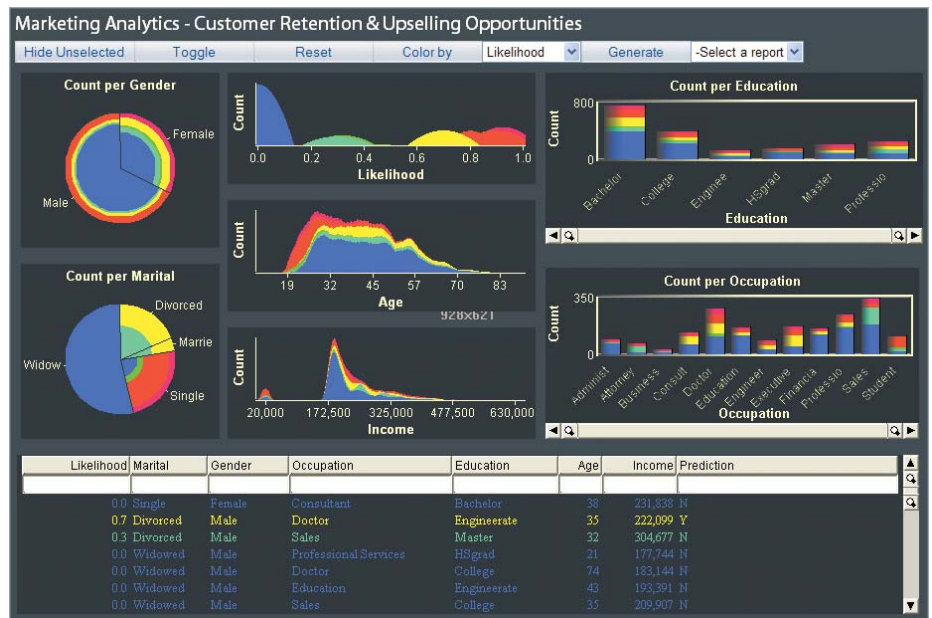


Information Builders enables agile information solutions with business intelligence (BI) and integration technologies. WebFOCUS – the most widely utilized business intelligence platform – connects to any enterprise system or application and enables simple and intuitive interaction with information.

WebFOCUS RStat and WebFOCUS Visual Discovery – with its highly interactive, color-coordinated data visualization capabilities – enable visual predictive data mining for various retail initiatives such as target marketing, cross-selling, up-selling, and customer acquisition and retention.

Predictive Analytics for Retail

Using WebFOCUS RStat to Boost Revenue and Profitability



Retail organizations are embracing predictive analytics to better understand and anticipate consumer needs and behavior, gain more precise insight into what customers will buy, and minimize the risk of any negative impact to profitability. Predictive analytics empowers retail firms to improve all facets of their operations, such as targeting and reaching out to new shoppers, forecasting store traffic for staffing purposes, maintaining optimal inventory levels, anticipating trends and patterns in buyer behavior, and preventing fraud or theft.

WebFOCUS RStat from Information Builders is a comprehensive information management platform that enables retailers to leverage advanced predictive analytics technologies to make proactive decisions based on the patterns and trends they uncover in their historical data.

Retailers gather and store a tremendous amount of data. Point-of-sale applications, loyalty card databases, and other systems contain vital intelligence that often goes untapped. Predictive analytics combine powerful, fully automated discovery and analysis technologies to enable retailers to prepare for the future by learning from the past.

Find Out More

To find out how our solutions can help your company succeed, talk to an Information Builders representative today. Contact your local Information Builders office, visit us at informationbuilders.com, or in the U.S. and Canada, call **(800) 969-4636**.

Improve Promotional Planning, Management, and Customer Loyalty

Enhanced customer profiling and segmentation helps retail companies develop and implement more successful promotions by determining where customers are most likely to shop, what merchandise they are most interested in buying, what discounts or sales will get them into stores, and what impulse buys are most often made at the register.

Optimize Pricing and Promotions

Which discounts and product bundles will help move merchandise before it makes its way to the discount rack? Predictive modeling, price elasticity analysis, product placement, and market basket analysis can help answer questions like this.

Optimize Sales Channels

Retailers that understand how buyers use new self-service tools, such as websites and in-store kiosks, can align offers, channels, products, and timing in a way that improves the overall customer experience and profitability.

Increase Customer Lifetime Value

Customer loyalty programs must leverage behavioral information to enhance the customer experience. Engagement and reactivation efforts help prevent customer churn and reduce the overall cost of customer acquisition.

Enhance Demand Planning

Knowing how quickly products move off the shelves and the conditions that impact sales can help retailers better manage inventory. With predictive analytics, retailers can ensure that there are enough products on hand to satisfy customer demand, while avoiding stock overages.

Prevent Shrinkage

In-depth analysis of the factors that contribute to theft and fraud as well as identifying products at risk can help retailers combat loss prevention. Knowing when and where incidents might occur enables proper allocation of security and store personnel to minimize the risk of shrinkage.

WebFOCUS RStat: State-of-the-Art Predictive Analytics for the Retail Industry

Leveraging the 'R' open source language, and providing a single environment for both BI and predictive analytics, RStat lowers the cost of predictive analytics by eliminating the need for additional hardware and maintenance. Containing the most commonly used techniques for advanced analytics, RStat's graphical user interface (GUI) lets our customers build predictive models without having to learn code or syntax.

RStat empowers retail firms to anticipate – and handle – changes in the customer base, within their business, and throughout the industry. Robust scoring applications enable precise, validated predictions that can be used to make better decisions about tomorrow, boost profits, reduce costs, maximize ROI, and improve customer satisfaction.