



eCommerce Module

If you are only analyzing your in-store POS, you are missing half your business. For many retailers, their website and mobile apps generate a large percentage of their sales and opportunities. Retailers can't have a full picture of their sales, their customers, and their supply chain without having both the in-store POS and the online systems integrated into a single analytics platform. The eCommerce Module for Agilence Data Analytics ensures that retailers have a full picture of their business.

Key Benefits

By integrating the ecommerce feed and associated master data into Agilence, retailers can now see more including:

Item Sales by Channel

In-store and online sales are not always aligned and the ability to identify the differences is critical to the success of both channels. Item Sales by Channel allows retailers to compare the sales of items from one channel to other to identify items that may not be performing as expected, where promotions may provide increased sales, how margins compare online v in the store and more. Sample comparisons include:

- Top selling items in-store vs. online
- Slow moving items in-store vs. online
- High/Low margin items sales online v in-store

Customer Sales Analysis

In today's dynamic environment, customers have many choices in how they want to interact with you. Combining in-store sales with ecommerce allows retailers to spot trends in customer behavior and identify new ways to entice customers to different channels, whether that is in-store or online.





Requirements

The eCommerce Module requires POS data (TLOG), Item Master, and Store Master as prerequisites.

The eCommerce module will require the eCommerce feed(s), along with customer master information.



BORIS/BOPIS Analysis

What was once called omnichannel is just standard operating procedure today. Customers have options to purchase, receive and return products any way they want. This flexibility can have benefits for you as well. Any touchpoint to the customer is an opportunity to add sales. But, for those with less than honest intent, it can also create opportunities for loss.

- **BORIS Analysis:** BORIS (Buy online, return in store) is an opportunity to upsell a customer. Retailers should have specific targets and goals to convert that return into an upsell. This report identifies both the leaders and the laggards against goals to help identify stores and employees who may need to work a little harder at converting that return into a sale.
- **BOPIS Analysis:** Similar to BORIS, BOPIS (Buy online, pickup in store) is another opportunity to touch the customer and try to increase the basket size. But, its also an area where losses have increased during the pandemic. Ensuring that the pickup person is actually the customer who placed the order is imperative. Monitoring these transactions can help prevent losses and provide an opportunity to increase sales.

Online Fraud

Online fraud continues increase across all platforms and the ability to identify potential problems before an order ships is imperative to profitable operations.

- **Multiple Credit Card to Same Shipping Address:** The ability to identify orders where multiple credit cards are used but the shipping address is the same is indicative of potentially stolen credit cards. Canceling these transactions prior to shipment can save thousands in lost inventory and chargeback costs.
- **Loyalty/Discount Bulk Purchases for Resale:** Due to recent supply chain issues, there is an uptick in retailers receiving large orders that exploit unintended discounts, coupons, and loyalty rewards. Often times these orders are destined for other countries or online auctions where they will be sold for significant profit at the expense of the retailer.