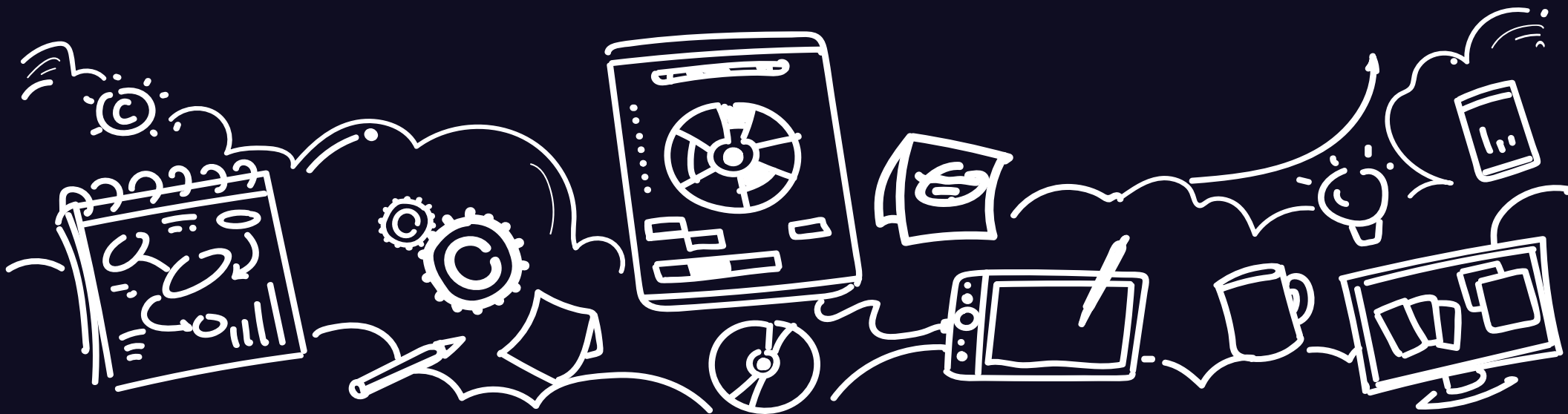


The Complete C-Store Data Analytics Guide



C-STORE ANALYTICS ARE CRITICALLY IMPORTANT

C-Store operators have a unique challenge. They must effectively monitor operations and profitability at each location and enterprise-wide without being overwhelmed by the sheer volume of data from internal and third-party systems.

Data analytic platforms were designed for the specific needs of multi-unit or multi-brand operators allowing them to make strategic decisions that support their bottom line.

How Data Helps Operators Make Insightful Decisions

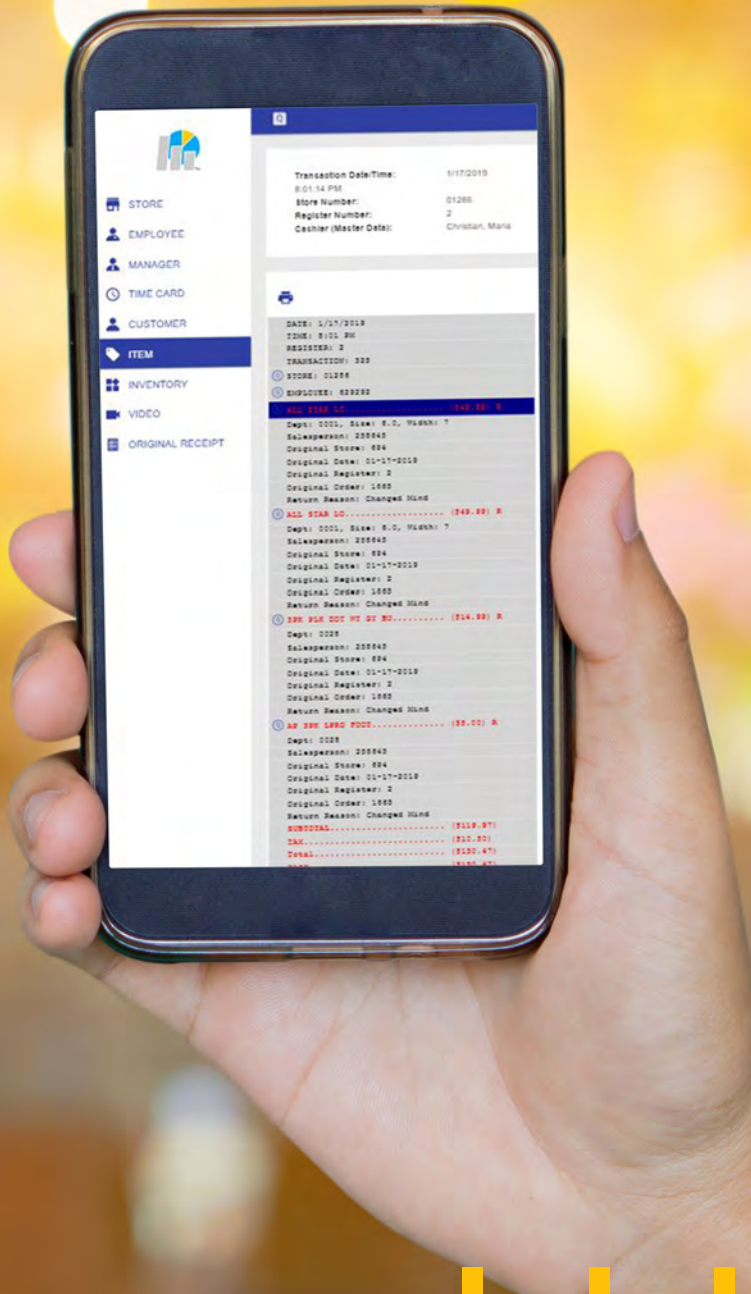
Aggregated Data

While operators are used to making data-driven decisions, the labor required to combine that data into a useable format has often been time consuming. Excel spreadsheets and home-grown databases were typically used to aggregate data but resulted in confusion, not clarity. Today's platforms allow operators to make decisions by combining data from POS, labor, inventory, product and fuel inventory, third-party and supplier data – seamlessly - into analytics that are not only accessible, but actionable.

All-in-One-Place

Today's operations can change on an hourly basis as C-Store operators respond to everything from weather patterns to competitor pricing. A real-time analytics dashboard allows operators to see aggregated data all in one place, providing a birds' eye view of all locations.





Time Saving

Data analytics remove the issue of the “cost-benefit” analysis. No longer must operators ask how long will it take me to review this data vs. what financial benefit will it bring? Having current, aggregated data immediately available in one convenient place allows operators to make decisions quickly and move on to the next task at hand. Objective, current, and reliable data eliminates incorrect assumptions and saves valuable time.

Be Responsive to Alerts

Data analytics can pinpoint the time, date, and place of a potential issue, allowing operators to react quickly. Historically, data may not have been available for days, weeks, or even months later, often too late to correct the issue. Software alerts shows outliers that indicate revenue leakage, missed sales opportunities, and unwanted employee behavior. Operators can use this reporting to immediately investigate and correct potential issues.

What are the Most Important C-Store Analytics?



Product Mix

Weather patterns, holidays, and customer preferences will indicate which products you should carry. But how do you optimize inventory levels and prices while reducing spoilage? Analytics will provide detailed information including product types and sizes, sales by time of day and employee, and targeted inventory levels to carry at each unit to increase margins.

Labor Costs

Insight into labor costs is key to controlling the bottom line, increasing sales, decreasing loss, and serving customers. Data insights into overtime, sales by employee and team or per labor hour helps operators staff by location, time of day and other factors unique to each unit. Labor analytics and alerts also correct operational gaps by pairing high-performance employees during optimal shifts, tracking pump-to-store conversion, and correcting behavior of low performance staff.

Fuel Prices

In an age when customers are looking at fuel as a commodity, they turn to the merchant who offers the most competitive pricing. No longer can you waste time or effort searching for neighborhood fuel prices to attract and retain your valued customers. Be proactive, save time and labor with real time data feeds that tell you the most competitive fuel prices in your unit's geographic footprint.



Fuel Inventory Management

As the industry becomes more consolidated with bigger players who have the resources to invest in fuel management technologies, it is more important than ever to incorporate margin-enhancing technology into store operations. Analytics allow you to forecast demand based on purchases, weather patterns, and other factors to optimize your fuel investment.

Loyalty Programs

Customers spend an average of 1 to 3 minutes at the pump and two-thirds of them will enter the store, creating additional revenue for you. Loyalty programs are a proven way to improve pump-to-store conversion, enhance sales and increase customer engagement, and identify areas of improvement. Analytics will show you how profitable your loyalty programs are and which gaps should be corrected.

Upselling

Upselling allows locations to sell more high-margin products. Routine sales must be tracked by store, employee, time of day, and average basket size to understand operational basics. Once these metrics are known, you can understand where upselling succeeded and where it fell short. Upsell reporting can drive future sales and diagnose larger-scale problems that impact profitability.



Promotions and Pricing

Promotions data helps operators understand which promotions are profitable both at the unit-level and across all stores, allowing for better planning for future limited-time items, price variances, discounts, or deals. Granular-level reporting provides insights like traffic metrics, new vs. existing customer sales, loyalty cardmember sales, and promotional item sales, measuring if the event was truly profitable.

Loss Prevention

Loss eats into the bottom line. Identifying the source of that loss is key to stopping revenue leakage but has historically been difficult to pin down. Software alerts help operators identify events that exceed thresholds and provide deep-dive reporting into actual events. The result is laser-focused reporting that pinpoints specific issues and reduces loss in a minimum amount of time.

How Analytics Improve Profitability

Highlight Real-Time Revenue Leakage

Identifying cost outliers through system alerts stops potential loss in its tracks. Corporate-specific alerts can focus on unwanted employee behavior like excessive voids or discounts. Monitoring fuel costs and potential inventory issues can keep operational costs in check.

Identify Sales Opportunities

Monitoring upselling and promotions highlights opportunities for increased sales. Data analytics can reveal unique sales opportunities like promotional effectiveness, deals and discounts at the store level and leverage them to other locations.

Encourage Positive Employee Behavior

Employee training is made easier by supporting specific behaviors that increase sales and spotlighting unwanted behavior that results in increased costs. Data analytics reveals specific opportunities to train employees to upsell or identify areas of potential loss.



Manage Vendors and Suppliers

Product costs, inventory levels, spoilage, and shortage are all issues that drain the bottom line and manager bandwidth. Developing KPI's - ensuring that vendors meet those performance standards - are easier with specific metrics, by unit or division, that serve as an objective record to rate and improve vendor and supplier performance.



How Analytics Help

Align Corporate Operations

50,000 Foot View

Decision-makers must understand the global picture of store operations. KPI's for revenue, costs, margins, and specific corporate or brand-wide metrics gives leaders factual insights on daily operations. Dashboard metrics provide instant transparency of potential issues that affect enterprise-wide profitability.

Reduce and Eliminate Manual or Redundant Processes

Spreadsheets have been the lifeblood of cost control but require significant time and labor to remain current. These tools can easily become outdated or vary in format from one unit, division, or region as non-standard templates are created at each location. A single source of data, with verifiable and current inputs and up-to-date reporting eliminates errors, reduces wasted managerial time and effort, and provides accurate and consistent data across all units.

Consistent Purchasing Through Contracted Suppliers

In a price-driven industry, there are incentives for operators to go “off contract” to obtain lower priced fuel, which may damage your brand’s integrity and reputation. Tracking fuel purchases by authorized vendors maintains consistency, integrity and control of fuel inventory across all units.

Laser-Focused Actionable Metrics

Programmable alerts heighten awareness of potentially troublesome events at the store, employee, brand, or other desired level of visibility. Data analytics provide instant awareness of issues that affect profitability, including fraud, inventory levels, loyalty card purchases, or labor data that falls outside of expected norms. Based on this information, managers can investigate and take actionable steps that align with corporate policies.

Strategic Decision-Making

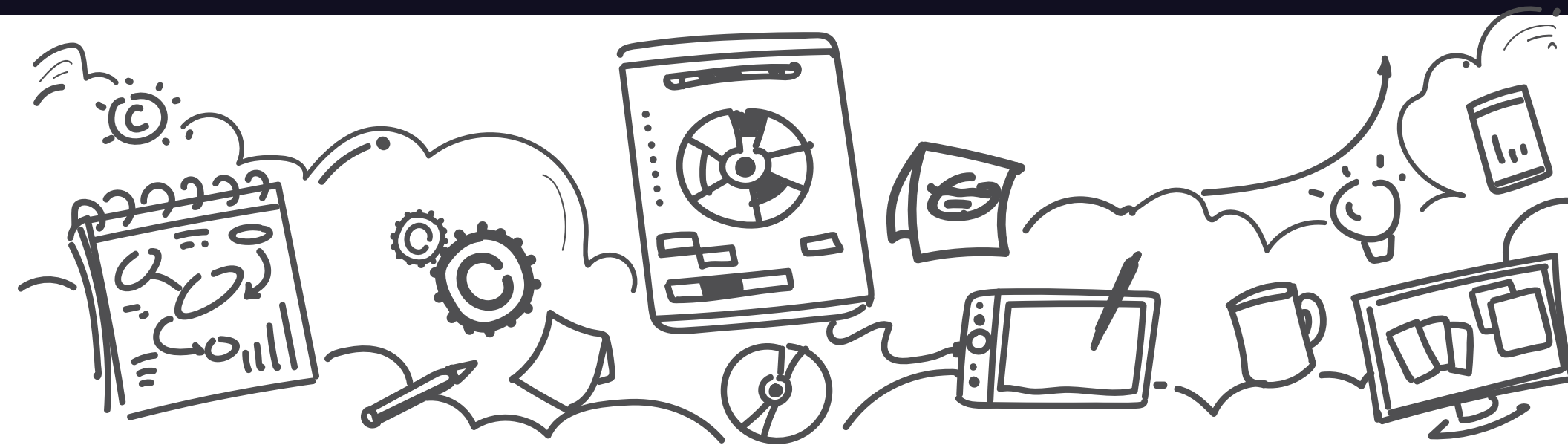
Data is only valuable if it supports effective decision making. Establishing corporate or brand specific metrics into the platform results in reporting that specifically reflects if your strategic goals are being met.





What To Look For In Data Analytics Software

- ✓ **CONSOLIDATED DATA FEED** – easily integrate data feeds from your POS, eComm, HR, financial reporting, fuel and product inventory, and other business systems with no additional hardware or POS upgrades required.
- ✓ **POWERFUL YET SIMPLE REPORTING** – create any report, dashboard, query, or alert with simple click-and-drag functionality without burdening IT.
- ✓ **MANAGE AND TRACK INTERNAL TEAMS 24/7** – follow what happens at HQ or in the field with role-based alerts and workflows that include prescriptive actions tailored to your company.
- ✓ **ALIGN YOUR ORGANIZATION PERFORMANCE** – keep corporate goals front and center by ensuring your workforce is always focusing on what matters most.
- ✓ **IMPROVE ENTERPRISE-WIDE DECISION MAKING** – quickly turn your data into insights that inform strategic decisions and improve business outcomes at every level of the organization.
- ✓ **PRODUCT SUPPORT** – professional customer service that provides in-depth product training and application support. We're real people who are dedicated to making your job easier.



Agilence is the leader in data analytics and reporting in the retail, restaurant, grocery, convenience, and pharmacy industries. We develop an intelligent solution that enables organizations to easily connect the dots within their stores or restaurants to identify anomalies and trends that can improve operations, measure enterprise-wide performance, and boost profits. Agilence provides users with a complete view of their business, empowering them to make informed decisions faster and improving efficiency across the enterprise.



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