![Agilence logo]

eCommerce Module for Agilence Analytics

Introduction

The Agilence eCommerce Module reconciles inventory for both brick and mortar and digital channels. This module provides deep insights into e-commerce sales, returns, and customer behaviors, highlighting key metrics such as average basket sizes and Sales Reducing Activities (SRAs) for each store. It also offers a detailed look into specific e-commerce operations like order conversions, no-cost sales, and special promotions. Additionally, the module analyzes shipping patterns and identifies areas of concern, improving customer satisfaction and streamlining operations.

What Can You Analyze?

Comprehensive Sales and Returns Analysis:
This module provides users with an in-depth analysis of e-commerce sales and returns, offering a detailed breakdown by store and item. By examining sales and returns data at this level of granularity, users can identify trends and patterns that might not be apparent when looking at the data as a whole. For instance, users can pinpoint which products are top sellers and which ones are frequently returned. This information helps to make data-driven decisions about product offerings, pricing strategies, and marketing efforts.

Effective Category Analysis:
The Category Analysis dashboard focuses on specific aspects of e-commerce operations, including BORIS transactions (Buy Online, Return In-Store), open BOPIS (Buy Online, Pick Up In-Store) orders, $0 sales, and discounts. BORIS transaction analysis helps users track how well online returns are being converted into sales in physical stores. This data provides insights

into the effectiveness of in-store return processes and whether they are positively impacting the bottom line. Open BOPIS order data helps in managing inventory and customer expectations more effectively. Monitoring $0 sales can help identify issues with pricing, product availability, or checkout processes. Analyzing discounts across different categories aids in fine-tuning pricing and promotions to improve customer satisfaction and profitability.

Addressing Shipping Challenges:
The Shipping Analysis enables users to identify problematic shipping addresses and areas with a high number of claims and returns. Problematic addresses may include locations with frequent delivery issues, which can lead to customer dissatisfaction or lost revenue due to undelivered orders. By understanding areas with high claims and returns, users can optimize their shipping processes, choose the right carriers, and implement strategies to reduce losses.

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What's Included?

Sales and Returns Analysis (Dashboard)

1. E-commerce | Sales by Department
2. In-Store | Sales by Department
3. E-commerce | Top 20 Items Sold
4. In-Store | Top 20 Items Sold

Category Analysis (Dashboard)

1. BORIS Conversions (Top 5 Stores)
2. BORIS Conversions (Customer)
3. Open BOPIS Orders (Older than 7 Days)
4. $0 Sales by Customer (eComm)
5. Discount Activity E-commerce vs In-Store

Shipping Analysis (Dashboard)

1. E-commerce vs Brick & Mortar Sales, Returns, Claims
2. Claims by State
3. Claims by Address
4. Claims by Carrier
5. Sales by Carrier
6. Returns by Address

Data Requirements

The eCommerce Module is an add-on to the Agilence Analytics Platform. The eCommerce Module requires sales, returns, discounts, claims, and shipping data from online transactions in addition to the POS data (TLOG), Item (product) data, HR (employee) data, and Store (location) data required by the Agilence Analytics platform.
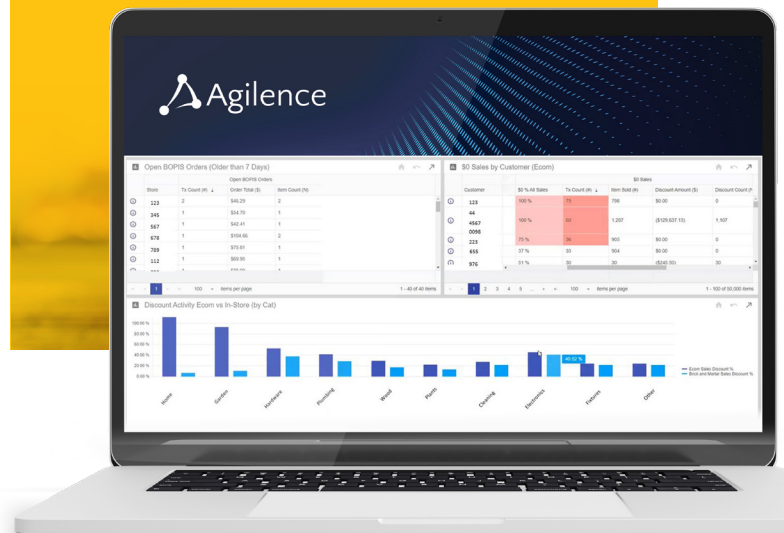
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