



DemandView Essential®

DemandView Essential® is a reporting application that gives retailers and suppliers the detailed information they need to improve sales and customer satisfaction. Built on a foundation of daily item/store-level sales and operational data, DemandView Essential® includes a rich library of turnkey reports for fast, simple reporting as well as ad hoc reporting tools for more detailed custom reports.

Comprehensive, Timely Visibility into Retail Operations

DemandView Essential® provides detailed information on the status of sales, shipments, promotions, pricing, inventory, costs, margins and more—all updated daily. DemandView® reports are accessible to all levels of the business allowing users to ask the questions that are pertinent to their responsibilities—whether it's an entire category or just a few items, or multiple divisions or just one or two stores. With real-time comprehensive information, you'll know exactly what is happening and be able to quickly address problems or seize opportunities.

Everyone is on the Same Page: A Shared Platform of Common Data

DemandView Essential® provides retailers and their suppliers a common platform of information to truly collaborate and improve planning. Reports allow you to share the most current data on sales, supply chain, promotions and category management.

With everyone using the same data to analyze results and make decisions, teams can spend less time debating details and more time refining strategies. Because DemandView Essential® makes it so easy for people to access, report on, understand and use information, more people use the data as the foundation for business decisions—ultimately improving the overall quality of those decisions.

Faster Answers to Key Questions

Managing a retail business is all about the details. How are items performing? Which promotions are the most effective? Do specific stores need focus? DemandView Essential® allows you to easily dig into the details to find out, with both a library of reports preconfigured to answer key questions and customizable reports that let users drill down for a more detailed view. DemandView® means faster decisions. The sooner you can detect and respond to events, the more profitable you can be.

BENEFITS:

- Increase category sales and gross margin
- Increase promotion effectiveness
- Prevent out of stocks
- Optimize inventory
- Reduce spoilage
- Increase customer satisfaction

USED FOR:

- Sales tracking & analysis
- New item introduction tracking
- Promotion execution tracking
- Inventory management
- Supply chain planning

USED DAILY BY:

- Category Managers
- Category Analysts
- Buyers
- Supply Chain Managers
- Supplier Account Teams
- VMI Analysts

	KEY FEATURES	BENEFITS
Ad Hoc Reporting	<ul style="list-style-type: none"> Customizable, web-based reporting that can focus on different time periods, products or stores at any level of detail—from total category or chain to individual item or store. 	<ul style="list-style-type: none"> Anywhere access to your key operational data. Quickly see sales for a group of products or drill down for more detailed information on which stores, items or time periods are driving overall sales levels or trends.
Turnkey Sales and Inventory Tracking	<ul style="list-style-type: none"> Library of predefined sales and inventory reports including: <ul style="list-style-type: none"> Store Inventory—Current store-level reporting for one or more items Daily Sales Summary by Product/Store—Sales trend reporting and tracking by product or by store for full chain, at district level or across stores 	<ul style="list-style-type: none"> Quickly access key information on product performance and insights into how key factors such as price, promotions, margins and inventory (across the category or warehouse and stores) are affecting results.
Category Management Analytics	<ul style="list-style-type: none"> Scorecards, analytics and insights on the key levers, such as assortment, allocation, pricing, and space management, you can use to improve category sales. Includes: <ul style="list-style-type: none"> Scorecards Variety Optimization Allocator Daily Active Price Report 	<ul style="list-style-type: none"> Understand how your category, brand or products are performing, and then make better decisions to improve results. Analyze the relative contribution of each item of a category to make better assortment decisions. Quickly create and share allocation plans between suppliers and retail category management teams.
Replenishment Analytics	<ul style="list-style-type: none"> Reports that provide visibility into inventory, sales and on-shelf product availability in stores, in warehouses and throughout the supply chain, including: <ul style="list-style-type: none"> Warehouse Inventory Store Inventory Out of Stocks Scanned vs. Shipped Supply Chain Scorecard 	<ul style="list-style-type: none"> Get the information you need to make better ordering, shipment and inventory decisions. Quickly understand recent inventory levels of one or more items within a warehouse. Track shipments and scanned sales for individual items at the store level to identify potential store-level merchandising, shelf stocking, inventory management or ordering problems.
Promotion Analytics	<ul style="list-style-type: none"> Reports and analytics on current and upcoming promotions and sales and margin impact of promotional events—as they occur or immediately following, including: <ul style="list-style-type: none"> Current and Upcoming Promotions Report Weekly Promotional Summary Promotional Weekly Division/Store Item Detail Promotional Shipped vs. Scanned 	<ul style="list-style-type: none"> Improve promotion execution, increase promotional sales, reduce out of stocks during promotions and exercise better post-promotion inventory level control. Achieve better transparency and accountability on how trade dollars invested by supplier are driving actual promotion execution in stores. Track which items were promoted each week, with what type of promotion and price point at the division level or within stores, and view the impact on sales and margin.

Market6

To learn more or request a demo, contact us:

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More than 1,000 CPG companies and retailers collaborate using Market6 to optimize retail operations every day.

Market6 provides web-based retail collaboration solutions with advanced analytics built in to help retailers and suppliers drive insights, make smarter decisions and deliver measurably better results.