

Analytics. Accelerated.



## Zizo For Retail

- **Zizo for retail is a suite of solutions designed to use your data to improve your efficiency, optimise your revenues & maximise your profits.**
- **Developed through our experience with a wide spectrum of retailers and delivered to you using our own technology, we offer you the best analytical capability money can buy, at a cost you can afford.**
- **Our solution is delivered as a service, minimising expenditure and risk while delivering amazing return on investment.**



## STORE OPTIMISATION

- Provide sales information for every store, clustered against stores within a pre-determined or calculated peer group.
- Bring in product analysis, demographics and customer segmentation to get a real understanding of store performance.
- Enable your in the field teams access to all the required information in a simple and timely manner.

## RETURNS

- Understand how much your returned stock costs you during the returns process, by each product, and by each supplier.
- Make business driven decisions based on all of the information available to you, and relate that back to stock, buying and merchandising to improve performance and understand any toxic products.

## SEASONAL RANGING

- Bespoke seasonal phasing for christmas, easter, high summer.
- The application shows the product build on a 1, 2 or 3 year basis.
  - Enabling you to see sales and markdown when the hot weather came early or late.
  - Also showing you whether it lasted for only 2 or 4 weeks enabling you to decide how much risk/opportunity you would like to take on highly seasonal stock.
- This has the effect of minimising markdown.

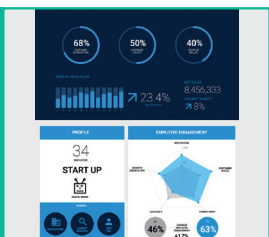
## SALES & STOCK REPORTING

- Provide in-depth sales analysis on all products from all stores.
- Start working with a singular version of the truth, giving you a view of the real performance of your business, all driven by granular data.
- Use stock data to further enhance your capabilities, improve performance and increase margins.

## STAFFING

- Providing sales by hour, by day, by region, by store type enabling you to validate or challenge your staffing rotas.
- Maximising sales and minimising staffing costs.
- Adding valuable insights for your store opening strategy.

Zizo is a next generation 'analytics as a service' business. We do all the work; transforming your granular data into actionable business information using our patented technology and accelerated approach. You receive the business critical information you desperately need, in a timely manner, all without the need to invest in hardware or software, people or training. If you are drowning in data and need answers fast, then Zizo is your no risk, low cost, reliable, lifeboat.



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