Increase Sales by Selling the Right Things

Identify which products are the best fit for each market segment and compare segment portfolios

Determine the best performing SKUs for each outlet or market

Distribute the top performing SKUs in each segment to the locations where they perform best

Increase penetration of the best SKUs in each market

Optimize operations by cutting cannibal products and replacing them with top performers

Streamline production with a lean market basket

SKU Max has helped companies increase their sales by up to 8%

Without analytics it is difficult to determine which of your SKUs are underperforming, especially if you have many products and multiple sales channels. Neal Analytics can:

- Identify bottom performing SKUs across your sales channels
- Replace underperforming SKUs with high performers in need of wider distribution
- Manage and improve SKU mix at a more detailed level than is possible with ad hoc analysis
### Key Customer Challenges

- Analytics teams can only make broad and infrequent changes to SKU portfolios
- Leadership teams seldom have sufficient information to tailor a product mix
- Operations are often inefficient due to excessive production complexity

#### SKU Analysis

- **Undersold SKUs**: SKUs that significantly increase sales when present, but have low penetration and are crying out to be distributed more.
- **Unprofitable SKUs**: SKUs that are underperforming and have low revenue/volume. They should be cut.
- **Core SKUs**: High volume, commonplace SKUs that have marginal sales lift but should not be replaced.
- **Winning SKUs**: SKUs that are excellent performers in every market they are present, and penetration should be further increased.

#### Proven Results

- **Am I stocking the right SKUs?** We can help you find inefficiencies in your SKU portfolio, revealing the products that are calling for wider distribution and those that are a poor fit for the market.
- **How can I justify making changes to my product portfolio?** By identifying which SKUs are most successful in each segment, we can help you estimate the financial impact of implementing changes to your SKU mix.
- **Are there simple SKU decisions that can increase sales and revenue?** By using machine learning to identify which SKUs are lifting sales, you’ll know which SKUs to stock at each location in order to maximize sales and revenue. It’s that easy!

Contact info@nealanalytics.com to get started!