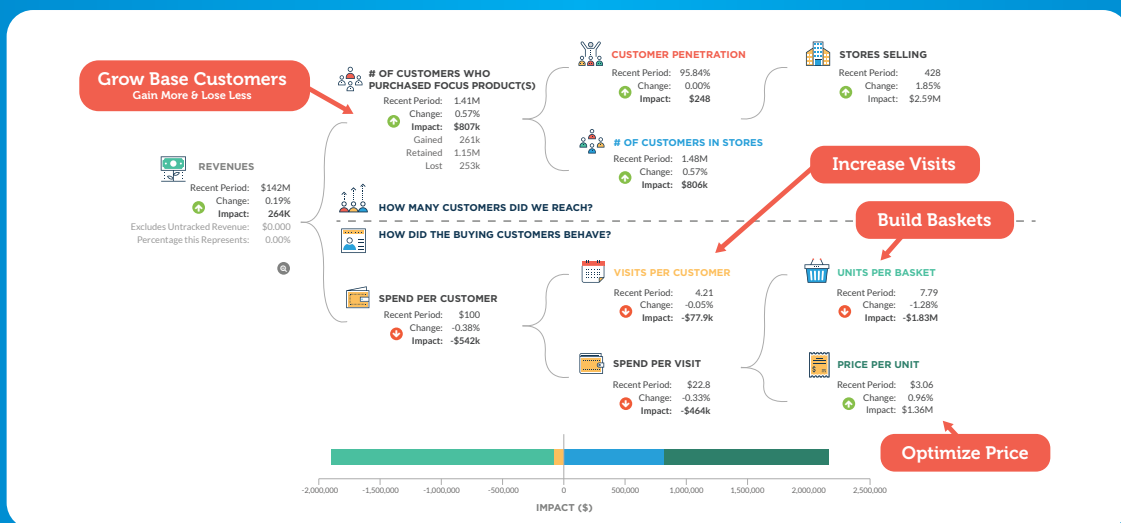# BE THE MOST WELL INFORMED RETAILER IN THE WORLD!

11Ants Retail Insights Cloud
Retail Growth Driven by Customer Science

RETAIL DRIVERS OF GROWTH
BEGIN AND END WITH CUSTOMER BEHAVIOR

Grow Base Customers
Gain More & Lose Less

 # OF CUSTOMERS WHO PURCHASED FOCUS PRODUCT(S)
Recent Period: 1.41M
Change: 0.57%
Impact: $807k
Gained 261k
Retained 1.15M
Lost 253k

CUSTOMER PENETRATION
Recent Period: 95.84%
Change: 0.00%
Impact: $248

STORES SELLING
Recent Period: 428
Change: 1.85%
Impact: $2.59M

REVENUES
Recent Period: $142M
Change: 0.19%
Impact: 264K
Excludes Untracked Revenue: $0.000
Percentage this Represents: 0.00%

 # OF CUSTOMERS IN STORES
Recent Period: 1.48M
Change: 0.57%
Impact: $806k

Increase Visits

Build Baskets

HOW MANY CUSTOMERS DID WE REACH?

HOW DID THE BUYING CUSTOMERS BEHAVE?

VISITS PER CUSTOMER
Recent Period: 4.21
Change: -0.05%
Impact: -$77.9k

UNITS PER BASKET
Recent Period: 7.79
Change: -1.28%
Impact: -$1.83M

SPEND PER CUSTOMER
Recent Period: $100
Change: -0.38%
Impact: -$542k

SPEND PER VISIT
Recent Period: $22.8
Change: -0.33%
Impact: -$464k

PRICE PER UNIT
Recent Period: $3.06
Change: 0.96%
Impact: $1.36M

Optimize Price

-2,000,000 -1,500,000 -1,000,000 -500,000 0 500,000 1,000,000 1,500,000 2,000,000 2,500,000
IMPACT ($)

Answers to high value questions constraining retail growth lie buried in the billions of data elements generated by retail transactional systems, customer loyalty programs and other retail data sources.

The Challenges
1) The sheer volume of data.
2) Inability to detect subtle interactions between disparate data sources, patterns non-existent in a solitary data source may become noticeable when several data sources are fused.
3) Introducing the customer into the data.

The Importance of Customer Behavior Analysis
Customer behavior metrics more faithfully model the real world than traditional, easily derived, proxy metrics such as revenues or units sold.

For example a promotion lifted unit sales by 20,000 units. Was this 20,000 customers buying one unit each? Or 200 customers buying 100 units each? Did they buy them on the same visit or multiple visits? Were they new customers to the category? How did it impact their future purchase behavior? With this insight what can we do now to optimize this promotion and inform future promotions?

Or a slow selling item is a candidate for delisting. How important is that item to our high value customers? How substitutable is it? How much total spend is at risk if we alienate these customers?

Compressed Time To Insight Changes Everything
The paradox is that many of the important questions only derive value if answered quickly, yet due to their complexity this is seldom possible. A week is a long time in terms of cost of inaction at any $100 million+ retailer. **Conversely rapid insight paired with immediate action empowers us to influence the future and drive growth.**

AntScan™ Technology Makes Customer Science Accessible To Any Retailer
11Ants Retail Insights Cloud's proprietary *AntScan*™ technology represents a breakthrough in the way massive volumes of disparate retail data can be analyzed – **enabling answers which have traditionally taken days or weeks, to be delivered in seconds.**

11Ants Retail Insights Cloud seamlessly fuses high capacity cloud computing, data science, sophisticated customer analytics, predictive analytics and customer-centric retail best practices. The solution is the result of over six years of research and development by a team comprising of machine learning PhDs, retail subject matter experts and enterprise solution architects.

Deploy in Hours. Not Months Or Years
The entire solution comes to life within six hours of a data set being uploaded, not months or years – virtually eliminating deployment and technical risk.

11Ants Retail Insights Cloud was awarded Innovative Software Product of 2016 by Microsoft. 11Ants Analytics is a subsidiary of Air New Zealand (NZX: AIR).

Enterprise Class Retail Analytics | Deploy in Hours. Not Months Or Years
Software as a Service | No Capex | Affordable Monthly Fee | Award Winning Solution

What our users say...

"When you said we could get all this functionality within a few hours of uploading our data, I simply didn't believe it. But seeing is believing – the platform is amazing."
— **Executive,** +$400M Homewares Retailer

"11Ants Analytics has harnessed and elegantly integrated retail best practices, high capacity cloud computing, high end customer analytics and data science. Furthermore it delivers it all to customers' desktops via a browser. This is an example of the highest and best use of the Microsoft Azure platform."
— **Shish Shridhar,** Worldwide Director of Data Insights, Retail Industry at Microsoft

...the tool is fantastic ...It's fast, has a user-friendly interface, and is full of different ways to look at our data.
— **Senior Business Analyst,** +$4B Retailer

"...it felt like my arm had been cut off after the trial period finished!"
— **Category Development Executive,** +$4B Retailer

"We are building sales arguments, optimizing our e-mail click-through-rate by showing the customer the right products at the right time, reducing performance result reporting times to our managers and providing them quick and clear action plans with real revenue objectives - all based on what we can learn from our customers' behavior." — **Jose Clavijo Morales,** CRM Manager at Almacenes De Prati (Ecuador)

Microsoft

MICROSOFT NEW ZEALAND PARTNER AWARDS 2016

INNOVATIVE SOFTWARE PRODUCT
11ANTS ANALYTICS
WINNER

Contact us today
sales@11AntsAnalytics.com

www.11AntsAnalytics.com