Challenges with Retail Data

Retailers have a lot of data. In today's omnichannel landscape, the amount of data produced is expanding at an exponential rate.

A retailer's ability to efficiently and completely capture data, effectively analyze, and quickly act will serve as a competitive advantage today and into the future.

Customers expect a seamless and personalized shopper experience, deep product selection, and assured product availability. Delivering against this expectation will require retailers to expand their capability to convert data to actions.

Can you analyze all your data to increase sales?
Many retailers aren't prepared to address this challenge:

- According to Business Insider, 62% of Retail digital disruptors believe that quickly responding to changing consumer behavior impacts their bottom-line[1]

- But only 15% of Retail industry leaders are able to respond to these changes in their current operating models[2]

[1, 2] Business Insider

What if Retailers could easily and automatically:

- Uncover data insights that enable me to optimize the inventory and sales relationship

- Gain competitive advantage through early detection of category, segment, customer and product trends

- Maximize customer marketing investment with a robust understanding and actionable insights throughout the customer journey

- Develop a complete understanding of business drivers by uncovering data relationships that are material to my results

Select Retail Customers

TheRealReal   Takeaway.com   lyst   Bershka

Outlier tracks unusually high sales

This Online retailer and marketplace tracks CyberMonday activity with Outlier and the other 364 days of the year. Outlier helps them identify trends in customer behavior and discover their most valuable customers.

Outlier helps solve this problem with Automated Business Analysis

Outlier's Automated Business Analysis platform applies advanced artificial intelligence and machine learning to your data to provide you insights and lets you know when unexpected changes or relationships happen so you know where to focus your energy, daily:

1. Plugs into your data where it lives and analyzes data automatically
2. Provides daily headlines so you don't miss anything
3. Delivers a quick time to value across functions.

Automated Business Analysis works for Retailers:

- Outlier identified that product interest had unexpectedly increased for an **online footwear retailer**, Jack Rogers, resulting in a 30% year-over-year sales increase.

- Outlier uncovered an insight for online marketplace, **Lyst**, which led them to discover an over 60% decrease in partner inventory before it impacted sales.

"Our Luxury Marketplace generates a lot of data and Outlier helps us cut through the noise. With a simple set up and no training required, Outlier insights help The RealReal monitor all aspects of our customer journey."

- Marc Viale,
  CMO for **The RealReal**

About Outlier

Outlier, based in sunny Oakland, California, helps global consumer, financial services and pharmaceutical organizations identify unexpected behavioral changes within their critical business data. The Outlier automated business analysis platform uncovers unexpected patterns and relationships using advanced artificial intelligence and machine learning algorithms. Organizations can integrate Outlier with existing sources of data within minutes, allowing leaders to gather business insights quickly, identify potential opportunities and address any unexpected data behaviors. Outlier was designated a Gartner 2018 Cool Vendor in Analytics and was honored as one of CRN's "10 Hottest Data Analytics Startups Of 2018."

Know the impossible.
outlier.ai