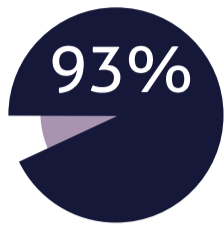
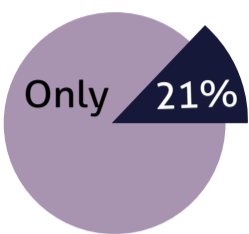


Retailers, are you leveraging all the customer behavior data you can?

Retail and eCommerce companies need to accurately analyze their customer behavior data to be competitive in their decision-making and strategy

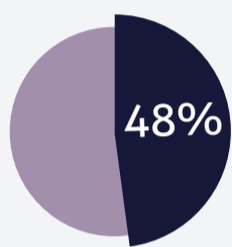
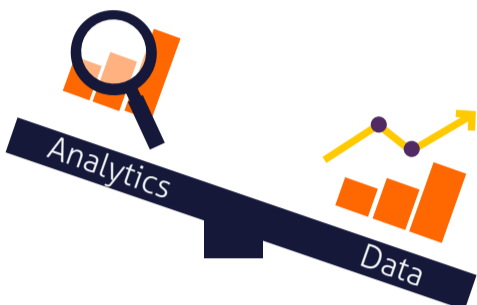


93% of Retailers believe tracking customer behaviors is critical to being competitive in today's market



Only 21% of Retailers accurately know what changes are happening with their customer behavior data

There is not a lot of analysis, just a lot of data



48% of retailers want to receive customer behavior insights more frequently than their organization currently analyzes this data



4 / 5 retailers do not currently use a business analysis solution



Only 1 / 3 retailers is satisfied with how they are currently using customer behavior analytics to direct business decisions and strategies

Translating analysis into action is one of the greatest barriers facing customer behavior analytics in the retail market



41%

of retailers say they lack high quality customer behavior data

40%

of retailers are unsure how best to translate the analytical results of their customer behavior data into actionable strategies

75%

of retailers agree that customer behavior data is only as useful as a user's ability to interpret the data

>50%

of retailers wish they received customer behavior insights more frequently than they do now, but what the ideal frequency to receive these insights will vary from business to business

As retailers' analytical needs shift from performance to predictive, hiring the right staff has proved to be an unexpected challenge



The greatest pain point for mid-sized large companies (57%) is adequate analytics staffing

40% of retailers who already have invested in BI and analytics tools say they lack the right staff to use these tools

