

Challenges with Retail Data

Retailers have a lot of data. On average a mid-size speciality retailer has over 1122 customers in their customer database.



As a large retailer, you likely have 4 to 10 times that amount. And, what's buried in all that data? Databases could include the customer's gender, age, web traffic behavior, total spend, buying segment, location, any purchased or viewed product SKUs, in-store vs online buying behavior, and length of time as a customer -- just to name a few.

In fact, the same mid-size retailer might have over 4-5 million dimensions of their consumer data. How can you possibly analyze all that data to increase sales? Many retailers aren't prepared to address this challenge:

1. 62% of Retail digital disruptors believe that quickly responding to changing consumer behavior impacts their bottom-line ²
2. But only 15% of Retail industry leaders are able to respond to these changes in their current operating models ³

What if Retailers could easily and automatically:

- Track unexpected changes in customer buying patterns
- Identify the best performing marketing programs (on and offline)
- Monitor your most valuable customers

¹ VendHQ.com
² Business Insider
³ Business Insider

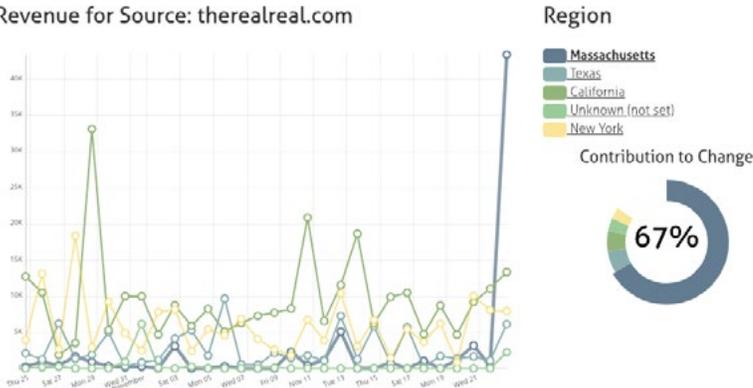


This Online retailer and marketplace tracks CyberMonday activity with Outlier and the other 364 days of the year. Outlier helps them identify trends in customer behavior and discover their most valuable customers.

Root Cause Analysis

Below are potential causes of the change in Revenue for Source: therealreal.com across the Region segment. Select one to learn more.

Revenue for Source: therealreal.com



The same online retail marketplace identified a potential cause in their CyberMonday sales with Outlier. Outlier's Root Cause Analysis showcased the sales activity was due to a sale made in Massachusetts automatically

Outlier helps solve this problem with Automated Business Analysis

Outlier, an Automated Business Analysis platform, analyzes customer and business data overnight so that you know where to focus your energy every day.

1. Outlier delivers immediate insights into your data, in the form of a curated set of insights, specific to your role.
2. Outlier's insights transform your marketing, distribution and sales strategy to keep you ahead of the competition.
3. Outlier integrates seamlessly across cloud-based platforms and SQL databases in a matter of minutes.

Automated Business Analysis works for Retailers:

- Outlier identified that product interest had unexpectedly increased for 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

Jack Rogers

TheRealReal

lyst

Bershka

About Outlier

Outlier identifies unexpected changes across business data so that marketing, data scientists and analysts can make more informed decisions quickly. As an Automated Business Analysis platform, Outlier discovers hidden patterns and relationships that are impossible to find manually with artificial intelligence and machine learning algorithms. Adding any integration only takes minutes, and each integration helps global organizations learn more about different aspects of their business. Outlier was designated a Gartner 2018 Cool Vendor in Analytics. Gartner's Cool Vendor research is designed "to highlight interesting, new and innovative vendors, products and services." Most recently, Outlier was honored as one of CRN's "10 Hottest Data Analytics Startups Of 2018.

Know the impossible.

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