

Focus Area #1 – Sales Planning

Issue: Many manufacturers exist in the middle of value chains. Wholesalers, distributors and/or retailers often sit between them and the final, end-consumer of the goods they make. Knowledge of what is moving at the store level is critical to: predicting future sales; tuning the supply chain; and, optimizing inventories.

Discuss:

- How a manufacturer could tap into a retailer's POS (point of sale) data
- How a manufacturer's product sales vs. those of a competitor in the same stores be assessed
- How Finance can model future sales based on analysis of point-of-sale data.
- How Finance can recommend inventory level changes based on predictable sales demand
- How Finance can recommend and model special promotions intended to undercut competitors' sales within the same retail customer
- How Finance can detect or predict potential supply chain disruptions to its own firm and can provide early warning guidance to operational executives about potential sales increases.



Resources:

<http://www.anderson.ucla.edu/faculty/jason.frand/teacher/technologies/palace/datamining.htm>

http://www.sas.com/en_us/offers/sem/data-mining-2273479/register.html?gclid=CMr9mdyZ-cYCFQyoaQodnn8JLg&keyword=data%20mining&matchtype=p

"Using Big Data to Make Better Pricing Decisions", McKinsey & Company, Walter Baker, et. al., June 2014

http://www.allanalytics.com/author.asp?section_id=1384&doc_id=230861

<http://www.decisioncraft.com/dmdirect/pdf/understanding.pdf>

http://www.hospitalityupgrade.com/magazine/magazine_Detail-ID-522-Mining-Restaurant-Data:-Know-your-customer..asp

<https://dataflog.com/read/big-data-walmart-big-numbers-40-petabytes/1175>

<https://dataflog.com/read/walmart-making-big-data-part-dna/509>

<http://www.acceleratedanalytics.com/blog/tag/retail-link>