

CIP Report Reference

WHO SHOULD USE IT?

FOLDER

REPORT

WHAT CAN THIS REPORT BE USED FOR?

Replenish Planner Merchant

FOLDER	REPORT	WHAT CAN THIS REPORT BE USED FOR?	Replenish	Planner	Merchant
SALES 	Sales Growth Drivers	Derive insights from basket level analytics		✓	
	Sales by Items	Sales only data (UPC/Day level)		✓	✓
	Sales Penetration Report	Quick view on contribution % within category or total business			✓
	Sales Scorecard	Used to compare multiple metrics across several items (metrics as rows)			✓
	Sales Trend Report	Identify changes in units and sales velocities by product and/or location	✓	✓	✓
	Quick Facts Scorecard	Jumping off point for business review; shows sales growth/decline		✓	✓
CATEGORY MGMT. 	Affinity by Basket	Items sold together and frequency		✓	✓
	Assortment Insights	Performance of an item in a given category		✓	
	Basket Segmentation	Use basket performance metrics to group segments that are user defined		✓	✓
	Category Share Report	Understand category position by providing item/unit level share metrics		✓	
	Promotion Insights	Lift reporting		✓	
	Promotion Pricing	Impact of pricing decisions		✓	✓
LOYALTY 	Affinity by Shopper	What items customers purchase across time vs. within the same transaction		✓	
	Shopper Sales Trend	What customers bought		✓	✓
	Source of Volume	Are customers switching to new products		✓	✓
	Trial and Repeat	How often do customers purchase an item	✓	✓	✓
	Quick Facts Shopper Scorecard	Used to compare multiple metrics at the same time (metrics as rows)		✓	
REFERENCE	Item Reference Report	Will list item info regardless of inventory or sales history	✓	✓	✓
	Store Reference Report	Enables searching and summarization by store traits	✓	✓	✓