

# Introduction to the Dollar Tree & 1010data Consumer Insights Platform

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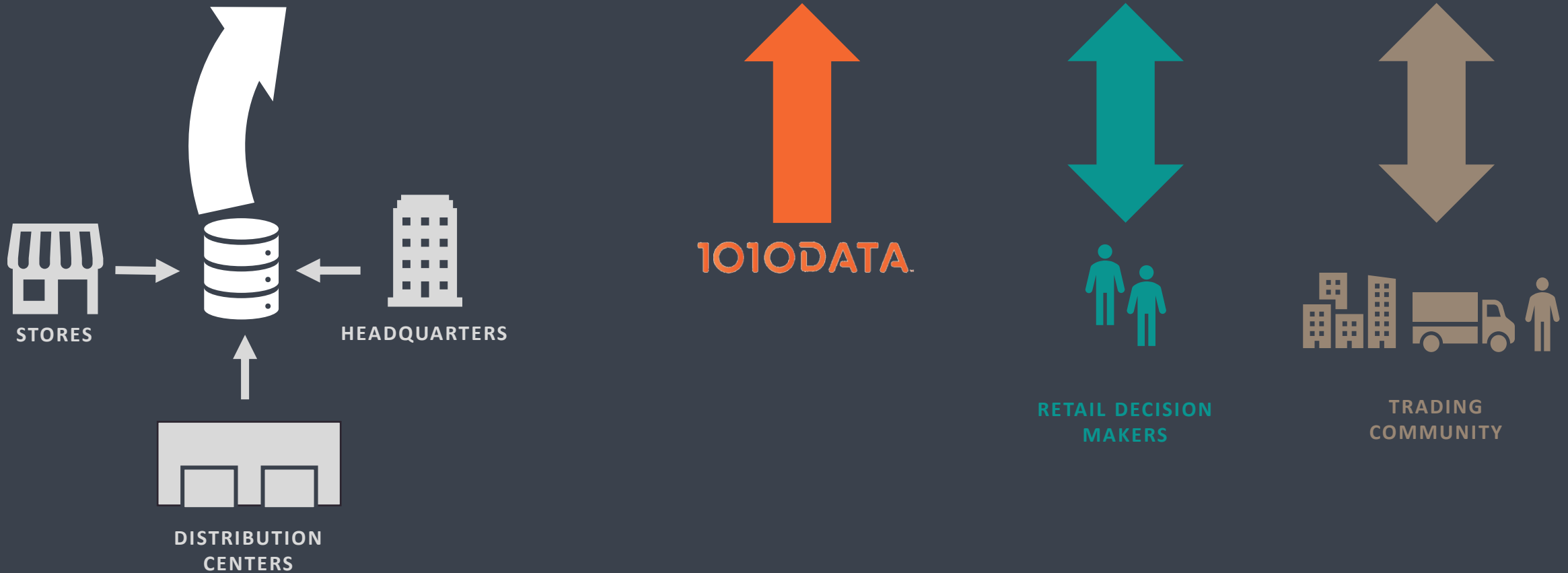
Kate Flynn  
August 2023

1010DATA

# Agenda for Today

- Overview of Report Launcher
- CIP Dashboards
- Reporting Examples
- Q&A

# Consumer Insights Platform



# Dollar Tree Consumer Insights Platform

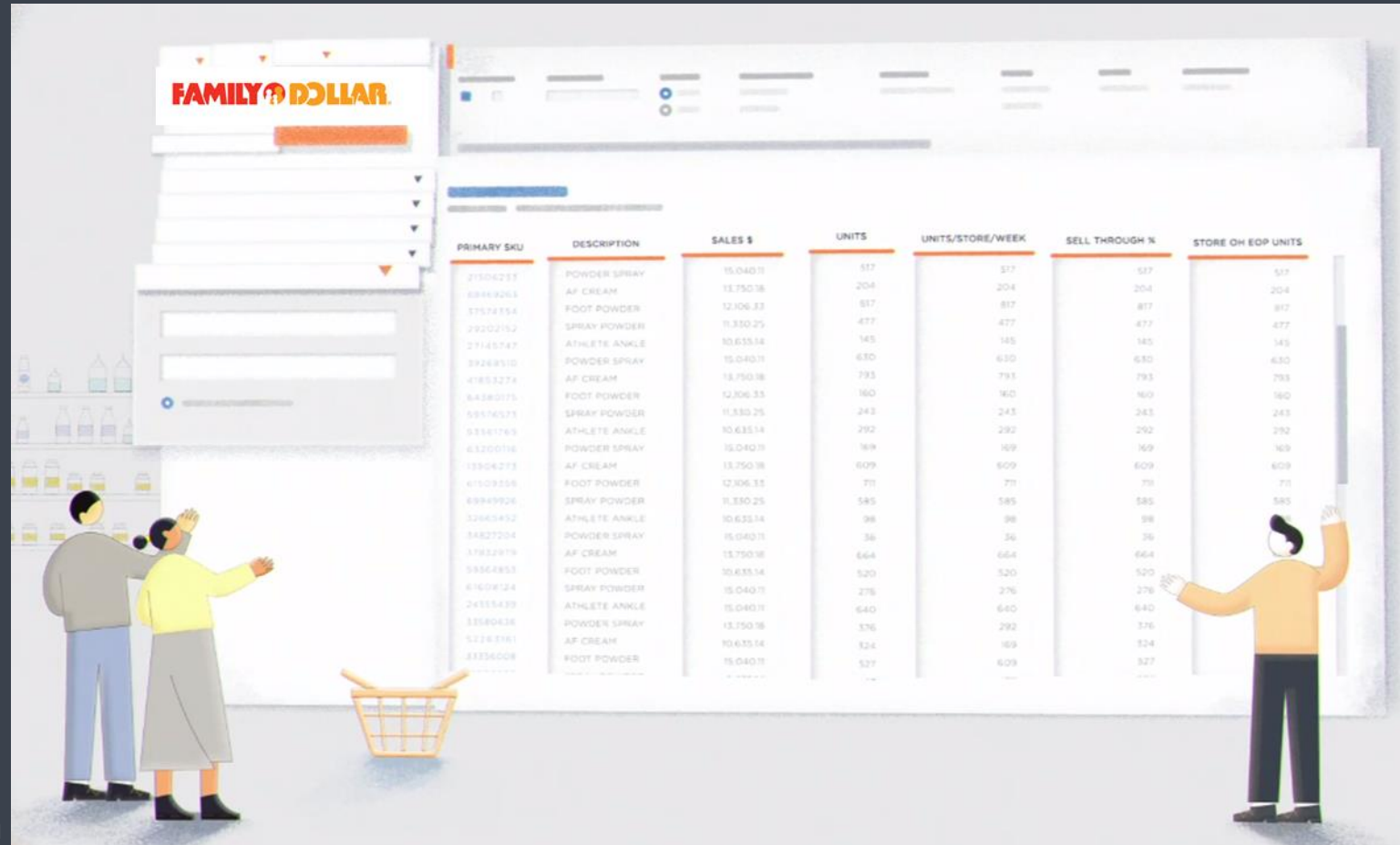
Provides a single, standardized view of business performance aligning on Dollar Tree's fiscal calendar and hierarchies which supports increased collaboration.

## Features

- Turnkey Report Suite
- Standardized View Of Business
- Daily Basket & Item Movement
- Dollar Tree Defined KPIs
- Dollar Tree Hierarchies
- Save, Load, Share & Schedule

## Benefits

- Prescriptive Reporting Supporting Dollar Tree Metrics
- Usable by All Levels of an Organization
- Provides End-to-end View of Product From Shipment through POS



# Logging Into the Platform



## Requesting a Login:

- Place a Request through Steve Johnson via [sjoh1066@dollartree.com](mailto:sjoh1066@dollartree.com)

## Accessing the Platform:

- <https://Dt.edge.1010data.com>
- Ensure your password is up-to-date and has not expired – this will prevent a successful login

# Report Launcher Introduction

## What is the Report Launcher?

- The Launcher is the default landing page when you login to the 1010data Portal
- The Launcher addresses top customer concerns around navigation, usability, and platform speed
- The new interface is clean and modern, allowing quicker navigation to applications and reports

## What are the Key Benefits of the Launcher?

- Quicker load times
- One-click to open and run a saved report, directly from the Launcher homepage
- Reduced steps in reporting workflows increasing efficiencies
- Reports on the data availability of the key data tables you use every day
- Search bar and sort functionality allow you to quickly locate a specific saved report
- Color-coded “Cards” easily identify saved reports by category (Sales, Supply Chain, CatMan, etc.)

# Using the Launcher – Launcher Elements

Data Status Indicator

Report Filter

Report Sort

Dashboard

Create a New CIP Report

Search Bar – Searches Saved Reports

Open/ Open+ Run Toggle

Saved Report Cards – Color-coded by Module

DOLLAR TREE

Launcher Home Library

Recent News

Start New + Search by Title

All Popularity Open & Run Tile View List View

Sales Trend Report Report\_t

Sales Trend Report Test1 DT Launcher

Sales Trend Report 90 Day DT Daily Comp Trend

Sales Trend Report AY\_D11 4wk Trend Report V1

Sales Trend Report 4 WEEKS TREND REPORT

Sales Trend Report AY\_D11 4wk Trend Report V2

Sales Trend Report AY\_D11-10 4wk UPSPW by Store, DT DT Comp store test Cloud

Affinity by Basket abb-test

Basket Segmentation bs-test

Cross-Purchase Matrix Report cpmr-test

Basket Combination Report bcr-test

Sales Trend Report CIPQA-4366 Test AN

Sales Trend Report CIPQA-4478 Report A

Sales Trend Report Saved test 1

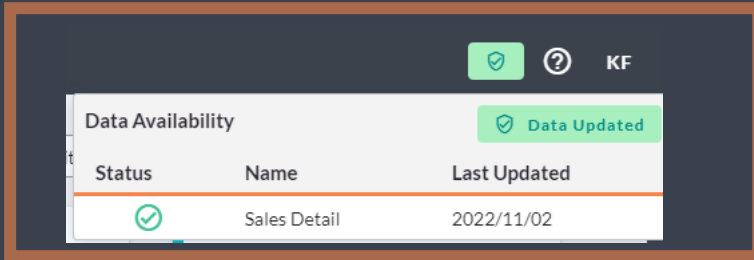
Sales Trend Report Saved test 1

Basket Segmentation Saved test 2

Affinity by Basket Graphic T Basket Analysis P8

Quick Facts Scorecard DT Plus Scorecard QTD - All Items [NC stores as of wave 10.5]

# Checking Data Status

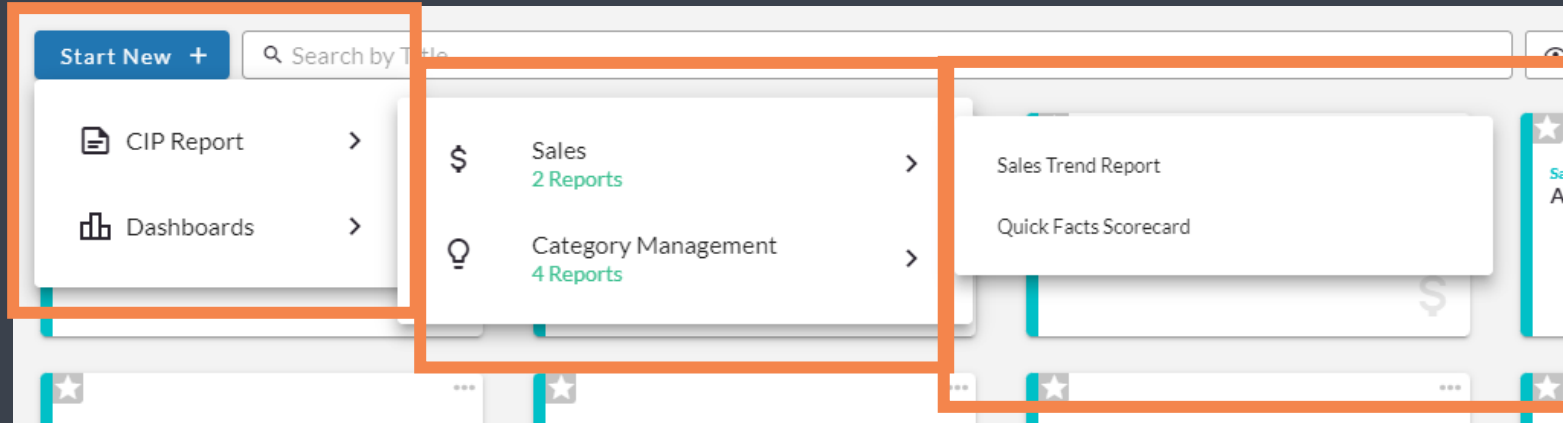


The screenshot shows a 'Data Availability' table with a green 'Data Updated' indicator. The table has three columns: Status, Name, and Last Updated. The 'Sales Detail' table is listed with a green checkmark in the Status column and the date '2022/11/02' in the Last Updated column.

Status	Name	Last Updated
✔	Sales Detail	2022/11/02

- Quickly indicates if data in key tables is updated
- Status Indicators:
  - Data Status Updated (Green)— All tables received an updated data feed on the expected date. Table contains latest expected date of data.
    - Note data may not be fully loaded or audited. For exact status of a data table, please contact [support@1010data.com](mailto:support@1010data.com)
  - Data Status Impacted (Red)— Data either not received on expected date, or received data not available for latest expected date
- Click the “Data Status” Indicator button to view details
  - The “Last Updated” column shows the date each table was most recently refreshed
- Click the Status Indicator again to hide

# Using the Launcher – Creating a New CIP Report



- Use the **Start New** drop-down to open a new CIP report template
- Select the type of report:
  - **CIP Report** includes & Sales, Category Management
- Use “>” to select the specific report. Report will launch in a new window.

# Using the Launcher – Creating a New CIP Report

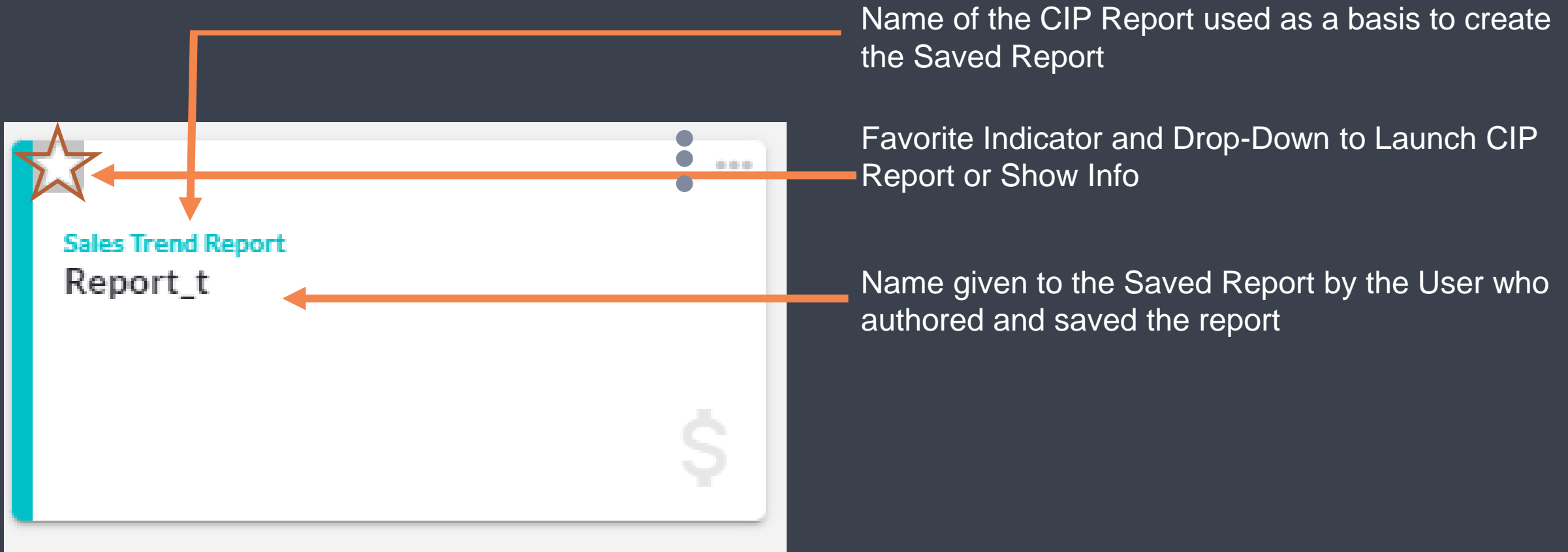
The screenshot shows the Dollar Tree Sales Trend Report launcher interface. At the top left is the Dollar Tree logo. A navigation bar contains 'File', 'Export', 'View', and 'Guide' menus. Below the logo are 'Queue' and 'Analyze' buttons. The main panel is titled 'Sales Trend Report - Selections in Effect' and includes a message: 'Press 'Analyze' to Populate Selections and Export. Required Inputs: Metrics'. The left sidebar contains several filter sections: 'Date Filter' with a 'Calendar' dropdown set to 'Fiscal Calendar' and 'Data Availability: 02/04/18 - 05/30/23'; 'Select by:' with a dropdown set to 'Last Week' and a 'Comp' checkbox; 'Product Filter'; 'Store Filter'; and 'Summarization'. A 'Curr: 05/21/23 to 05/27/23' indicator is also present.

- Use Date Filter to make your selections
- Choose to add comp period
- Choose product filter
- Summarization is like pivot tables
- Metrics can be chosen from drop down
- Select the type of report:
- Press Analyze to Run the report

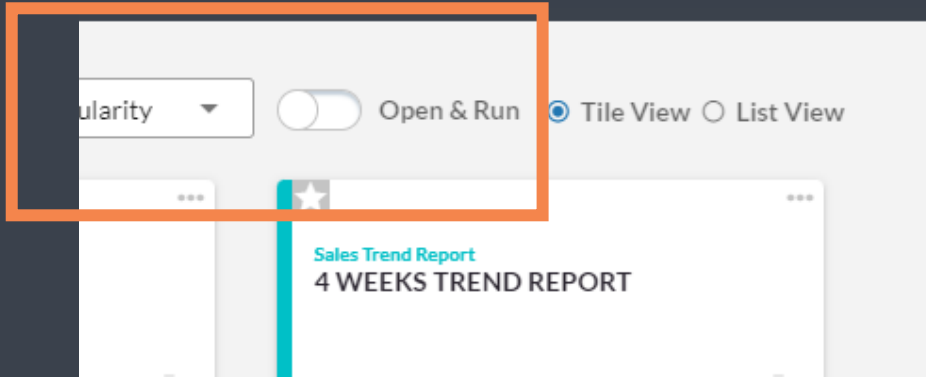
# Saved Report Launcher & Additional Tools

# Saved Report Cards

Saved Reports created by or shared with you are available as “cards,” quickly launched from the Launcher



# Launching A Saved Report



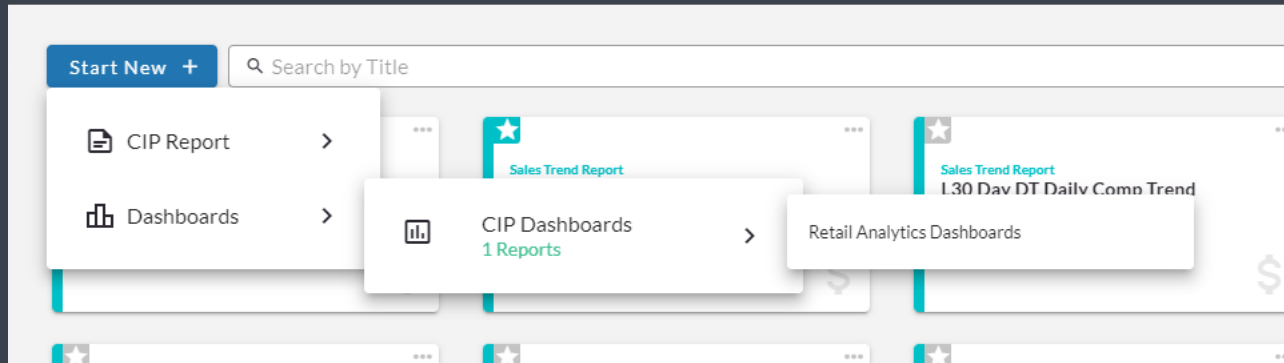
- Use the **Open / Open + Run** toggle to indicate how saved reports should open:
  - **Open:**
    - Opens the report in a separate window
    - Previous selections are intact but can be modified
    - User will select Analyze to run the report
  - **Open + Run:**
    - Opens report in a separate window
    - Automatically runs the report with all previous selections
    - Modifications are made after the report has completed
- Edits made to saved reports will not overwrite existing saved reports
- Only the author of a saved report can overwrite it

# CIP Dashboard

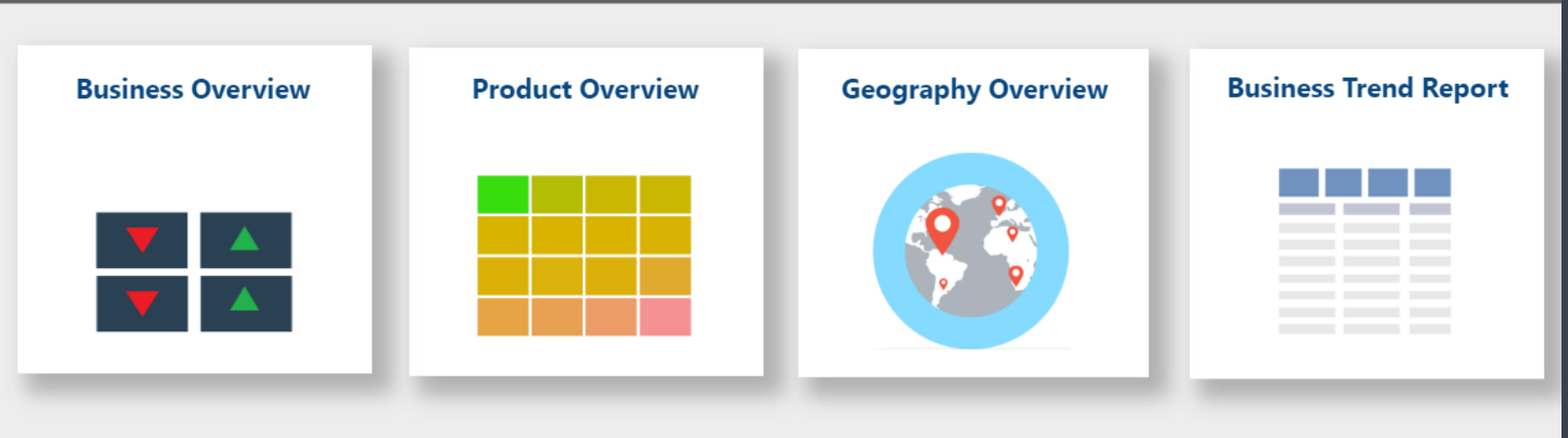
# Logging In

1. Login to the 1010data platform with your regular 1010data ID

2. On the launcher in the new tab, select "Start New" to access the Landing Page

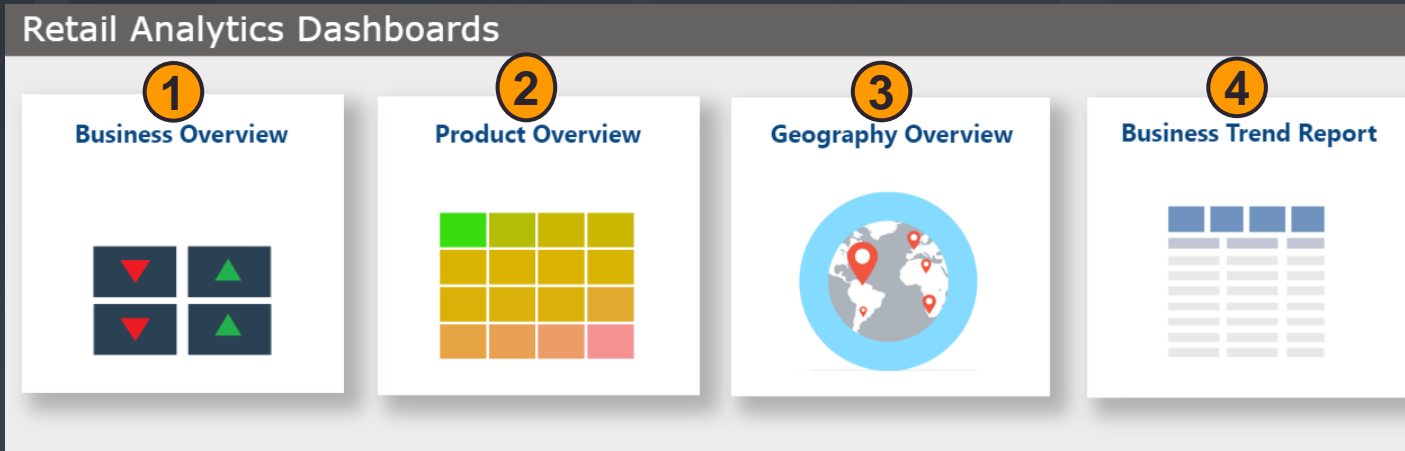


## Retail Analytics Dashboards



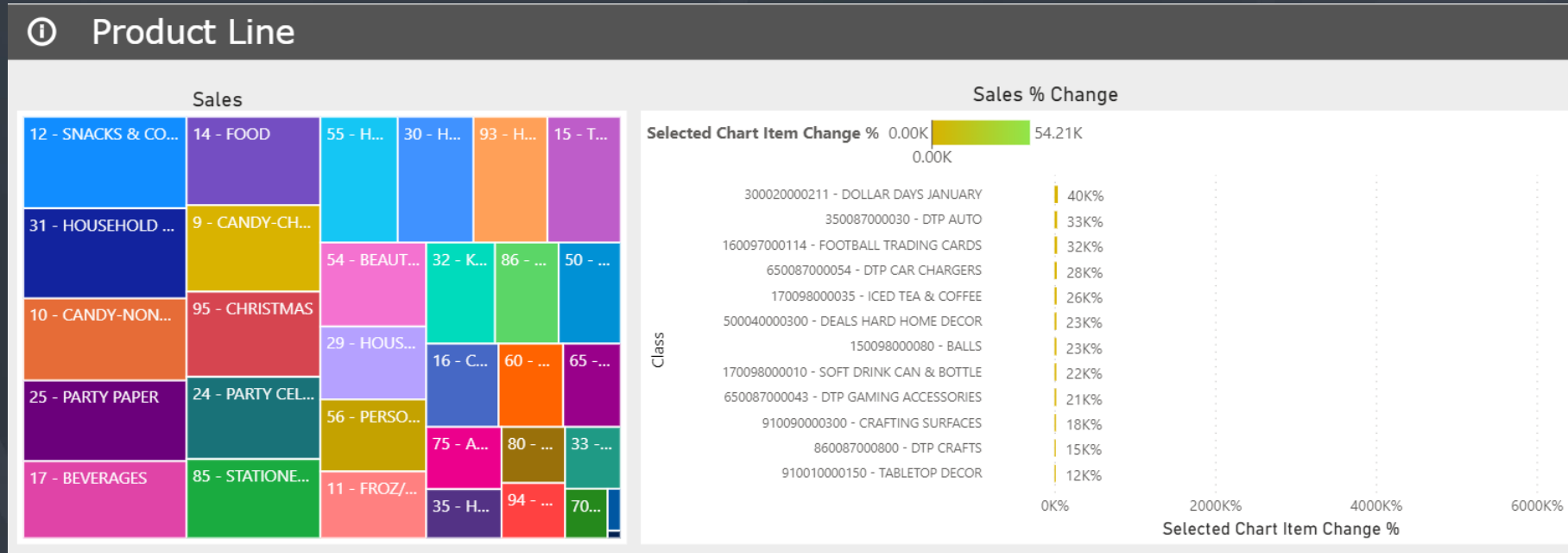
# Landing Page and Dashboard Navigation

*The landing page includes the navigation pane for the 4 dashboards. Click on a pane to launch a dashboard*



- 1 Business Overview:**
  - a. Snapshot of overall company performance across key retail metrics.
  - b. View data by geographic region, and product category.
- 2 Product Overview**
  - a. Understand performance of different product categories
- 3 Geography Overview**
  - a. Understand performance of different geographic regions (State) and what product lines are the key drivers in a region
- 4 Business Trend Report**
  - a. Understand the trend over time of different retail metrics.

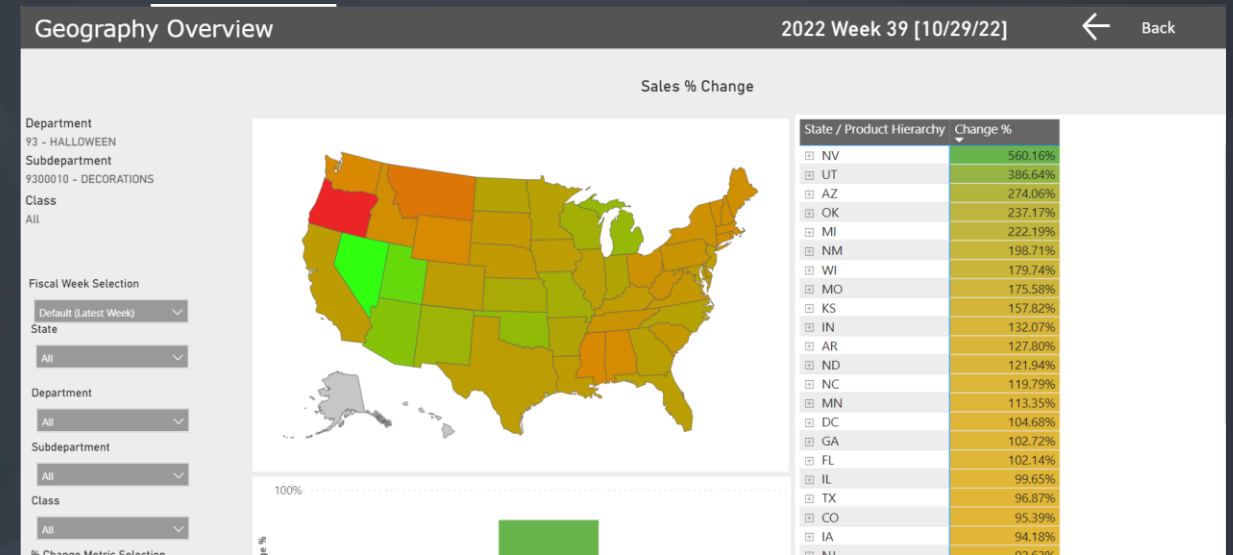
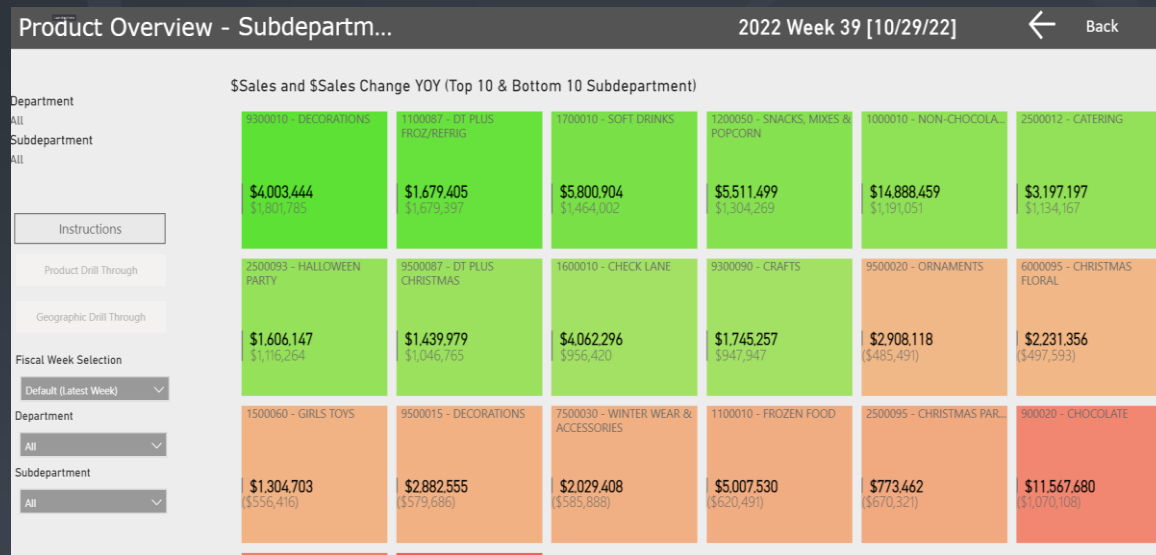
# Business Overview - Product Line Subsection



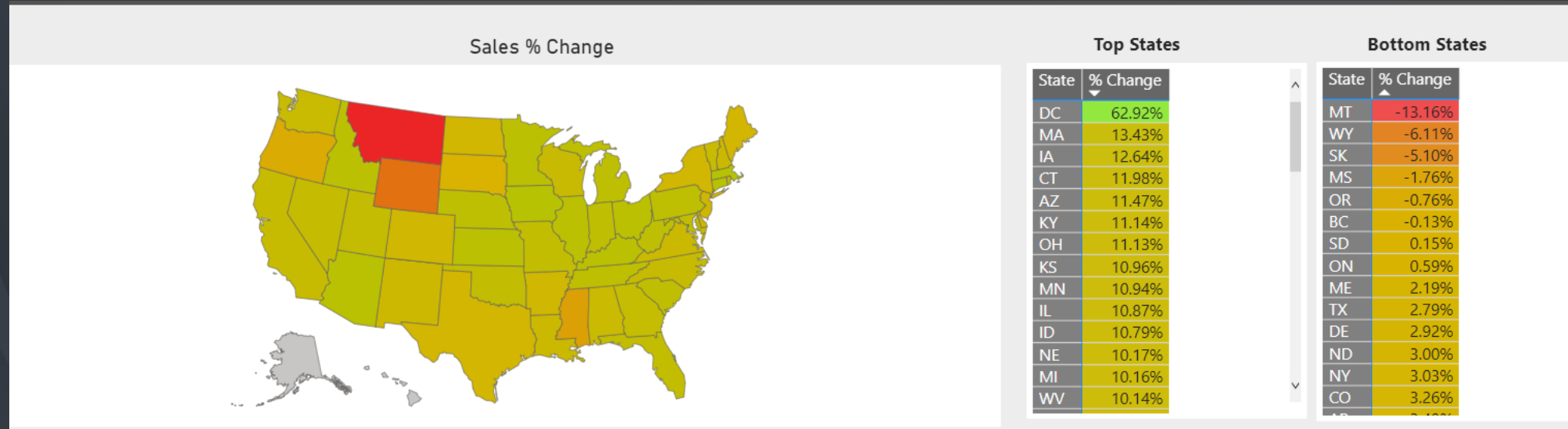
Selecting the (i) icon for the Product line will redirect the user to the Product Overview and allow drilling down the product hierarchy

# Product Overview

Selecting a tile allows you to select “Geography Drill Through.” This brings you to the geography overview of the selected class.



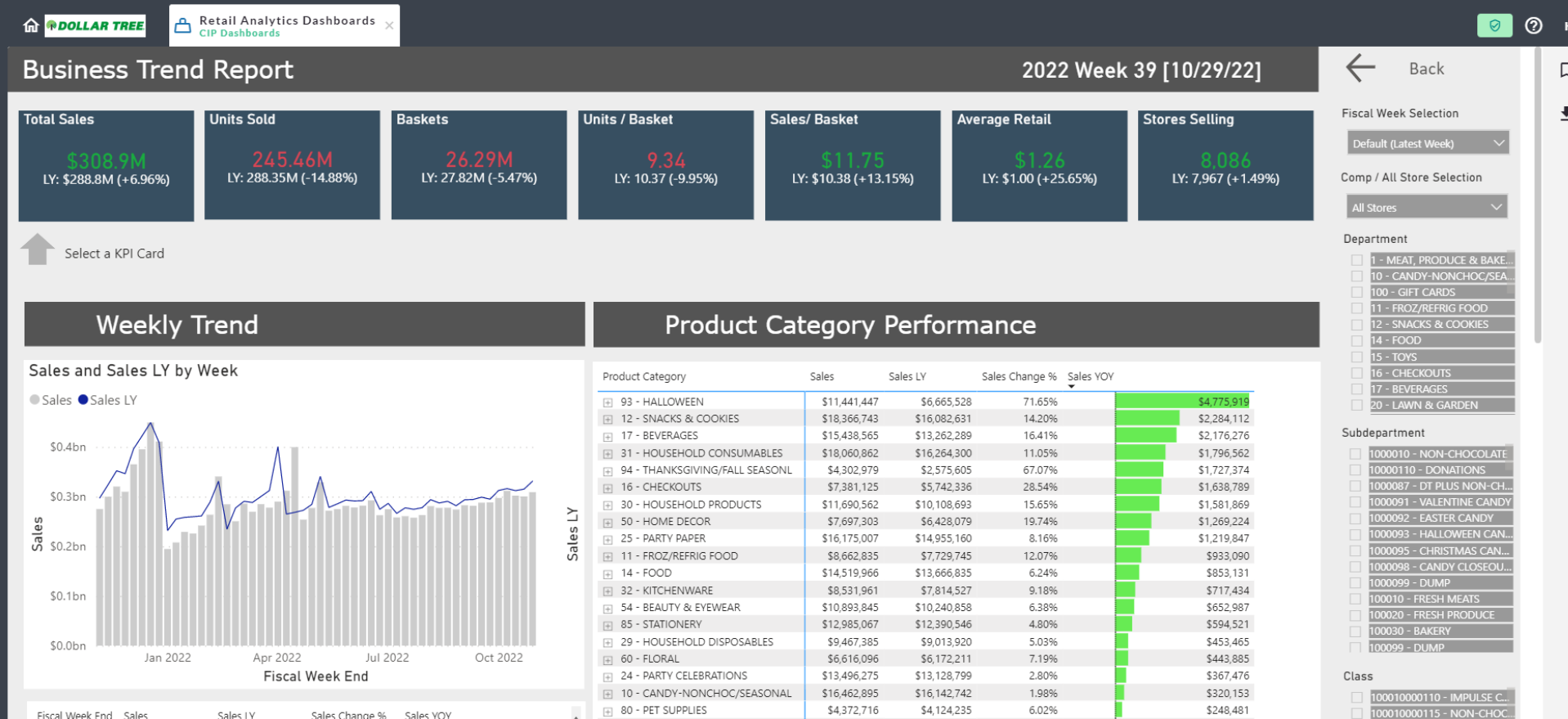
# Business Overview - Geography Subsection



Selecting the (i) icon for the Geography Subsection will redirect the user to the Geography Overview and allow analysis by product line and state

# Business Overview

Time Period can be adjusted in top right.  
Sales by Division and State Performance summarized under metrics overview.



# Business Trend Report

Metric cards listed above visuals, filter selections right pane. Change metric selection by clicking on one of the cards.



Retail Analytics Dashboards
2022 Week 39 [10/29/22]

## Business Trend Report

**Total Sales**

\$308.9M

LY: \$288.8M (+6.96%)

**Units Sold**

245.46M

LY: 288.35M (-14.88%)

**Baskets**

26.29M

LY: 27.82M (-5.47%)

**Units / Basket**

9.34

LY: 10.37 (-9.95%)

**Sales/ Basket**

\$11.75

LY: \$10.38 (+13.15%)

**Average Retail**

\$1.26

LY: \$1.00 (+25.65%)

**Stores Selling**

8,086

LY: 7,967 (+1.49%)

↑ Select a KPI Card

### Weekly Trend

Sales and Sales LY by Week

### Product Category Performance

Product Category	Sales	Sales LY	Sales Change %	Sales YOY
93 - HALLOWEEN	\$11,441,447	\$6,665,528	71.65%	\$4,775,919
12 - SNACKS & COOKIES	\$18,366,743	\$16,082,631	14.20%	\$2,284,112
17 - BEVERAGES	\$15,438,565	\$13,262,289	16.41%	\$2,176,276
31 - HOUSEHOLD CONSUMABLES	\$18,060,862	\$16,264,300	11.05%	\$1,796,562
94 - THANKSGIVING/FALL SEASONL	\$4,302,979	\$2,575,605	67.07%	\$1,727,374
16 - CHECKOUTS	\$7,381,125	\$5,742,336	28.54%	\$1,638,789
30 - HOUSEHOLD PRODUCTS	\$11,690,562	\$10,108,693	15.65%	\$1,581,869
50 - HOME DECOR	\$7,697,303	\$6,428,079	19.74%	\$1,269,224
25 - PARTY PAPER	\$16,175,007	\$14,955,160	8.16%	\$1,219,847
11 - FROZ/REFRIG FOOD	\$8,662,835	\$7,729,745	12.07%	\$933,090
14 - FOOD	\$14,519,966	\$13,666,835	6.24%	\$853,131
32 - KITCHENWARE	\$8,531,961	\$7,814,527	9.18%	\$717,434
54 - BEAUTY & EYEWEAR	\$10,893,845	\$10,240,858	6.38%	\$652,987
85 - STATIONERY	\$12,985,067	\$12,390,546	4.80%	\$594,521
29 - HOUSEHOLD DISPOSABLES	\$9,467,385	\$9,013,920	5.03%	\$453,465
60 - FLORAL	\$6,616,096	\$6,172,211	7.19%	\$443,885
24 - PARTY CELEBRATIONS	\$13,496,275	\$13,128,799	2.80%	\$367,476
10 - CANDY-NONCHOC/SEASONAL	\$16,462,895	\$16,142,742	1.98%	\$320,153
80 - PET SUPPLIES	\$4,372,716	\$4,124,235	6.02%	\$248,481

← Back

Fiscal Week Selection: Default (Latest Week)

Comp / All Store Selection: All Stores

Department:

- 1 - MEAT, PRODUCE & BAKE...
- 10 - CANDY-NONCHOC/SEA...
- 100 - GIFT CARDS
- 11 - FROZ/REFRIG FOOD
- 12 - SNACKS & COOKIES
- 14 - FOOD
- 15 - TOYS
- 16 - CHECKOUTS
- 17 - BEVERAGES
- 20 - LAWN & GARDEN

Subdepartment:

- 1000010 - NON-CHOCOLATE
- 10000110 - DONATIONS
- 1000087 - DT PLUS NON-CH...
- 1000091 - VALENTINE CANDY
- 1000092 - EASTER CANDY
- 1000093 - HALLOWEEN CAN...
- 1000095 - CHRISTMAS CAN...
- 1000098 - CANDY CLOSEOU...
- 1000099 - DUMP
- 100010 - FRESH MEATS
- 100020 - FRESH PRODUCE
- 100030 - BAKERY
- 100099 - DUMP

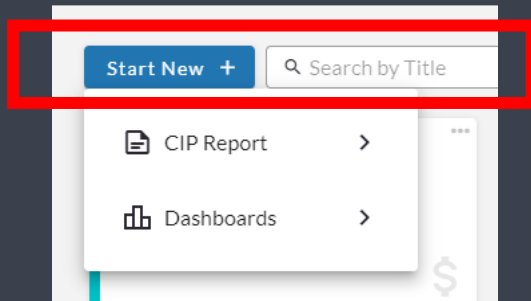
Class:

- 100010000110 - IMPULSE C...
- 100010000115 - NON-CHOC...

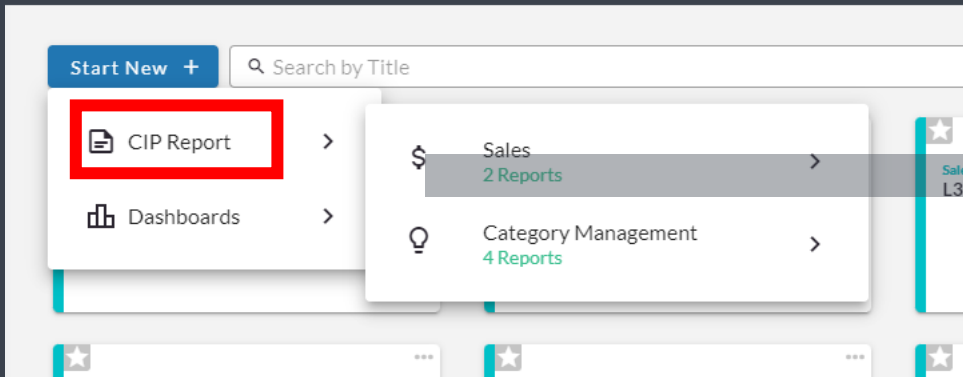
KF

# Reporting Example

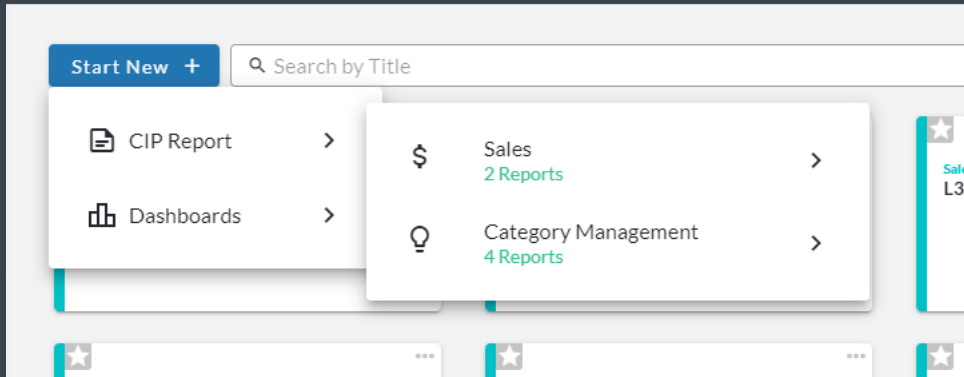
# How to Access CIP via the Launcher



- To access CIP via the Launcher:
  - Select the **Start New** drop-down menu located at the top left of the screen
  - Click **CIP Report** to open the original user interface in a new window
  - Click the database that you want to use

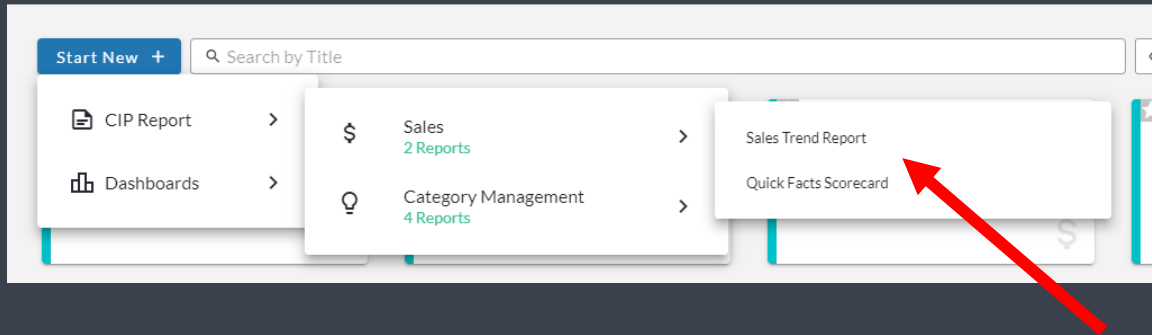


# How to Access CIP via the Launcher



- There are several dashboards that drop down each holding reports regarding that subject:
  - Sales
  - Category Management

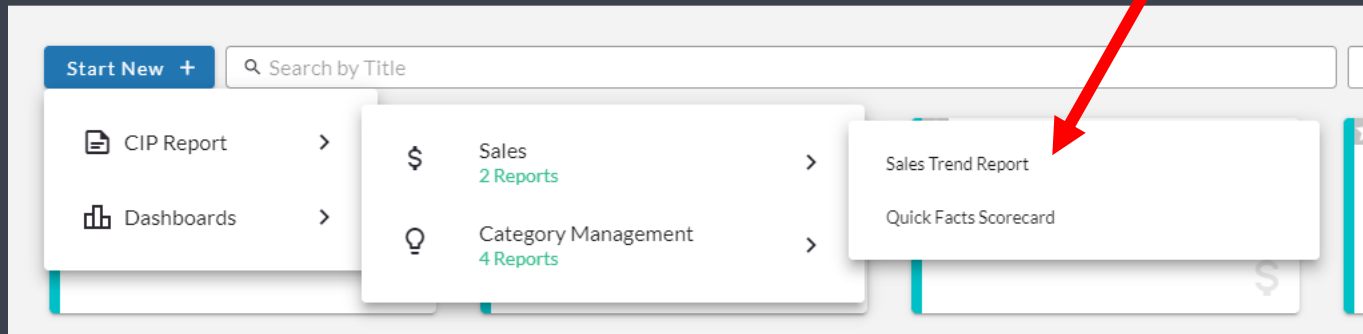
# How to Access CIP via the Launcher



- Within the Sales CIP Report the following reports are available:
  - Sales Trend Report
  - Quick Facts Scorecard

# How to Access CIP via the Launcher

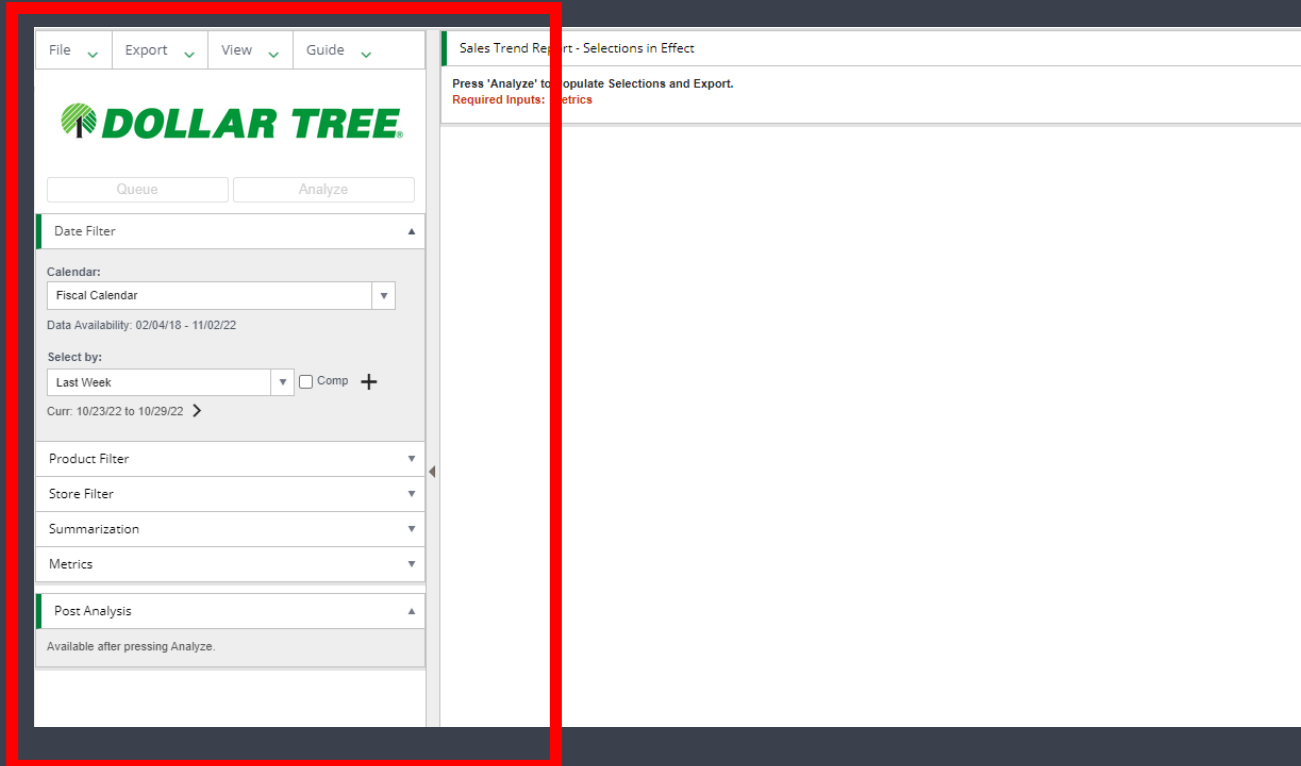
- If you click on the **Sales Trend Report** the **system** will take you to another screen where you fill out information



# How to Access CIP via the Launcher

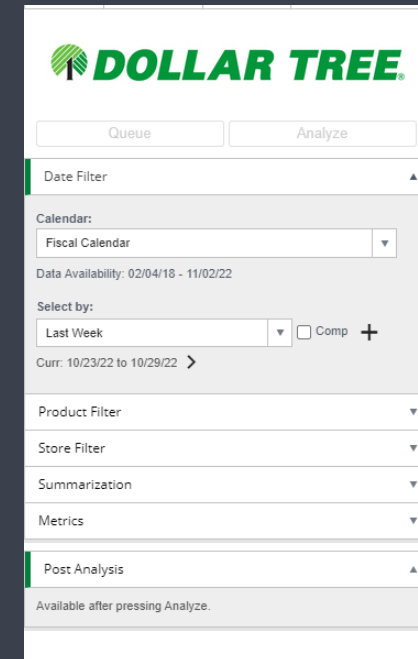
- Sales Trend Report

- This is this screen that appears where you will fill in Information on the Left
- Date, Product, Summarization and Metrics
- Let's look at an example



The screenshot shows the Dollar Tree Sales Trend Report interface. The left sidebar is highlighted with a red box and contains the following sections:

- Date Filter**
  - Calendar: Fiscal Calendar
  - Data Availability: 02/04/18 - 11/02/22
  - Select by: Last Week  Comp +
  - Curr: 10/23/22 to 10/29/22 >
- Product Filter**
- Store Filter**
- Summarization**
- Metrics**
- Post Analysis**
  - Available after pressing Analyze.



This is a close-up view of the left sidebar from the previous screenshot, showing the following details:

- Date Filter**
  - Calendar: Fiscal Calendar
  - Data Availability: 02/04/18 - 11/02/22
  - Select by: Last Week  Comp +
  - Curr: 10/23/22 to 10/29/22 >
- Product Filter**
- Store Filter**
- Summarization**
- Metrics**
- Post Analysis**
  - Available after pressing Analyze.

# Report Filtering

## Step 1

- Select up to 5 date ranges for your report
- Comp period = comparison time period
- All but “static dates” will update each time the report is run

## Step 2

- Filter to All, or specific products
- Master Product Hierarchy: A drillable FD hierarchy from Line of Business to UPC
- Manual Product Entry: Manually define products by attributes including SKU, Subclass, etc.

## Step 3

- Add Geographical, Store, or Warehouse filters

- Filter to items supplied by a designated supplier

## Step 4

- Define how results should be displayed
- Like a pivot table
- Each row or column will contain data at the chosen level (i.e. Fiscal Week)

# Sales Trend Report – Dry Dog Food sample week in September

<b>Drill Values</b>	<b>Grid View</b>	<b>Dates (Fiscal Calendar)</b>	<b>Products</b>	<b>Stores</b>	<b>Summary Levels</b>	<b>Additional Options</b>	<b>Metrics</b>
Product ID	SubClass ID	<input checked="" type="radio"/> Expanded <input type="radio"/> Drillable	Curr: 09/03/22 to 09/10/22 (Static) Comp: 09/04/21 to 09/11/21 (Static)	Department ID (Cnt: 1) = 80 SubDepartment Identifier (Cnt: 1) = 8000010 Class Identifier (Cnt: 1) = 800010000140	All	Rows: Product ID, SubClass ID Columns: Fiscal Week	Show Row Subtotals: No Show Column Subtotals: No Period Change: % Arrange: Metrics, Comp Per, Columns

## Sales Trend Report

Cols 4 fixed and 5 to 11 of 16 , Rows 1 to 17 of 17

Product ID	Product Name	SubClass ID	SubClass Desc	Curr. Per.		Comp. Per.		% Chg	
				Units	Units	Units	Units	Units	Units
				2022 31 [09/03/22]	2022 32 [09/10/22]	2021 31 [09/04/21]	2021 32 [09/11/21]	2022 31 [09/03/22]	2022 32 [09/10/22]
140586	12Z MOIST	140	DRY DOG FOOD	7,825	48,370	5,226	32,981	49.7%	46.7%
310760	GOURMETDOG	140	DRY DOG FOOD	4,384	27,729	1,451	8,710	202.1%	218.4%
913609	PURINADOGC	140	DRY DOG FOOD	3,954	27,330	4,655	29,763	-15.1%	-8.2%
967899	PUPPYCHOWZ	140	DRY DOG FOOD	3,634	22,711	3,897	24,335	-6.7%	-6.7%
273371	BENEFULORI	140	DRY DOG FOOD	2,171	13,471	2,497	15,421	-13.1%	-12.6%
237799	GRAVYTRAIN	140	DRY DOG FOOD	1,900	12,406	1,139	7,216	66.8%	71.9%
273373	BENEFULHLT	140	DRY DOG FOOD	1,560	10,052	1,580	9,289	-1.3%	8.2%
274252	SIMPLYSIXC	140	DRY DOG FOOD	731	4,595	1,532	10,015	-52.3%	-54.1%
228612	ALPOBOXDOG	140	DRY DOG FOOD	134	755	3,435	22,006	-96.1%	-96.6%
264724	DRYDOGFOOD	140	DRY DOG FOOD	27	285	78	390	-65.4%	-26.9%
274253	BEEFRICEBA	140	DRY DOG FOOD	7	45	1,294	8,658	-99.5%	-99.5%
337997	RFI LACHKNR	140	DRY DOG FOOD	5	12	378	2,112	-98.7%	-99.4%

- Purina DogC 913609 units declined YoY, with units down -15% in Week 31 of 2022 and -8% in Weeky32
- While Purina Doc is down in units, 12Z Moist is up in Units 49% in Week 31 and 46% in Week 32 YOY
- Top dry dog food product mix heavily favors some brands vs. others – help to inform inventory planning, merchandising & promotions

# Saving or Exporting a Report

The screenshot shows the 'File' menu open, with a red arrow pointing to the 'Save' option. A 'Save As' dialog box is overlaid on the interface. The dialog box contains the following fields:

- Title:** Unique title for the saved report (Required)
- Desc.:** Description (Optional)
- Users:** DeCampo, Maggie (fd\_mdecampo)  Inherit

Below the fields is a search bar with the text 'Search...' and a 'Search' button. At the bottom of the dialog box, there is a 'Save As' button and a 'Replace' checkbox.

- Enter co-worker names to share the report w/ specific people
- Inherit to make available organization-wide

The screenshot shows the 'Export' menu open, with options for:

- Excel Workbook (.xlsx)
- Comma Separated (.csv)
- Tab Delimited (.txt)
- Remove Formatting: No

The background interface shows various filter options and a 'Post Analysis' section. The 'Post Analysis' section is currently hidden, with the text 'Available after pressing Analyze.' below it.

# Scheduling a Report

**Scheduler**

Search Jobs  Owned Only  Active Only

**Existing Scheduled Jobs**

No jobs found. Click 'Refresh' to populate existing job list

**Selected Job's Run History (JobID: N/A)**

Run Date	Scheduled Time (Local)	Status	Run Time (min)

**Job Name**

**Recipients**

**Monthly Run Summary**  
[Previous: 0] [Scheduled: 0] [Projected: 5] [Allowable: 3100]

0 500 1000 1500 2000 2500 3000

**Schedule** **Overwrite**

- Create job schedule:
- Cadence
- Time
- Start/End dates

- Choose email attachment type

- Create email text
- Select "Attach Results File to Email"

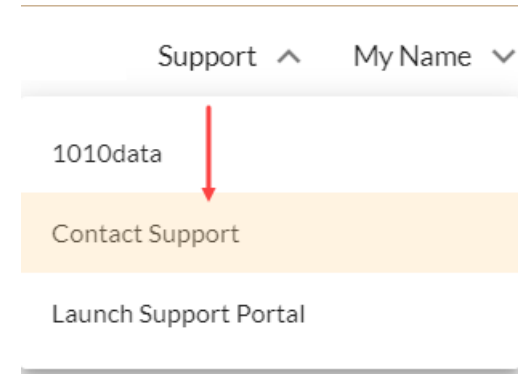
# Contacting 1010data Customer Support



- From the Platform:
  - Support > Contact Support



- From your Email:
  - [support@1010data.com](mailto:support@1010data.com)



**Normal Support Hours (non-urgent tickets):** 8:30am – 7pm (Eastern US)

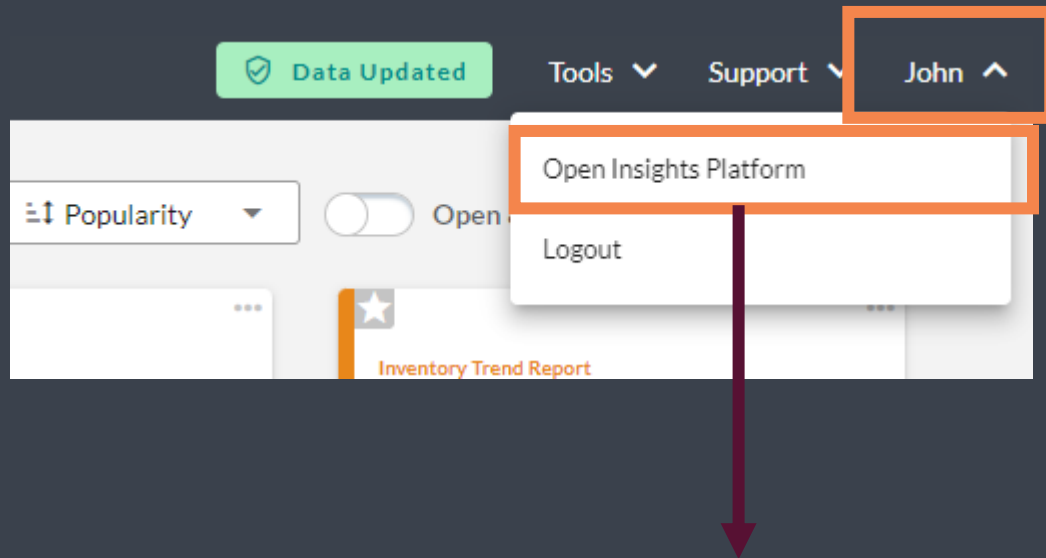
A support ticket can be created using the **Support > Contact Support** menu in the Launcher (preferred method, as it provides useful troubleshooting information to our Customer Support team), or by email at [support@1010data.com](mailto:support@1010data.com). Our team will respond to your ticket as quickly as possible.

**Ticket will be treated as urgent:** Complete loss of functionality, platform is unavailable, critical data tables are delayed or inaccurate

## Webinar Q&A

*Please use the Q&A or Chat Box to send in your questions as it relates to the Family Dollar Consumer Insights Platform.*

# Switching to the Original CIP User Interface



- To access Macro Language Workshop (MLW), Trillion Row Spreadsheet (TRS), or Object Manager:
  - Select the **User Profile** drop-down menu located at the top right of the screen (shown as “John” in the screenshot)
  - Click **Open Insights Platform** to open the original user interface in a new window

## How to switch to Original Portal Interface:

Click on User Profile (top right corner, shown as “John “ in example) → Open Insights Platform