CoEFFICIENT® METRICS

RETAIL’S DATA PROBLEM
Finding the actionable data across a large, complex network of stores is hard. You have hundreds of stores, thousands of metrics, and your data lives in different systems. You rely on your district managers to understand what drives performance at each of their stores and how to coach them to excellence. But when getting to the right data is so complicated, how can you empower your district managers to effectively do the job?

CoEFFICIENT® Metrics allows district managers to spend less time on spreadsheets, printouts, and data analysis, and more time with store managers coaching and driving results. It leverages machine learning and artificial intelligence to surface data opportunities that may have been missed. As part of the CoEFFICIENT platform, you can use these insights to gain focus, align the organization, and empower district managers to take action that maximizes retail performance.

Simplify Data and Uncover Opportunities with Machine Learning

Focus Metrics align the organization on the KPIs that matter most

- NPS vs. district
  - 56 vs. 60
  - 93%
  - 1825 - Hutto  2 hours ago

Omni-Channel Health vs. objective
- 83 vs. 85
- 97%
- 1825 - Hutto  2 hours ago

Index Metrics aggregate data into a simple health check

- Foot Traffic vs. prior period
  - 105%
  - 1825 - Hutto  2 hours ago

- Sales Forecast vs. goal
  - Store: 85%
  - Area: 102%
  - 1825 - Hutto  2 hours ago

Forecast Metrics use data science to predict future performance

Why am I seeing this?
Foot Traffic is up 5% over prior period, but the district is up 15% so significant opportunity for improvement may exist.

Is this helpful?  

Why am I seeing this?
This store is projected to miss their sales goal. If a store hasn’t reached 40% of sales goal by week two of the month, they are 90% likely to miss goal.

Is this helpful?  

Recommended Metrics proactively surface issues through machine learning

Empower District and Store Leadership to Action

Take action on any metric

Gain context through trends and leaderboards

Explore root cause with related metrics

Document and share best practices

Metric Detail - Net Promoter Score

Location: 1825 - Hutto
Reporting Period: Month to date

NPS vs. Districk, updated two hours ago

56 vs. 50
93% vs. 93%

Leaderboard

<table>
<thead>
<tr>
<th>Location</th>
<th>MTD</th>
<th>vs. District</th>
</tr>
</thead>
<tbody>
<tr>
<td>2134 - Cedar Creek</td>
<td>15</td>
<td>25%</td>
</tr>
<tr>
<td>1705 - Hampton Lane</td>
<td>23</td>
<td>38%</td>
</tr>
<tr>
<td>1825 - Hutto</td>
<td>16</td>
<td>93%</td>
</tr>
<tr>
<td>1586 - Howard St.</td>
<td>69</td>
<td>115%</td>
</tr>
<tr>
<td>1276 - Kyle</td>
<td>75</td>
<td>125%</td>
</tr>
</tbody>
</table>

Related Metrics

- Men's Department NPS vs. prior period
  - 45 vs. 55
  - 82% vs. 77%

- Women's Department NPS vs. prior period
  - 24 vs. 45
  - 53% vs. 41%

- Customer Experience Index vs. prior period
  - 15 vs. 50
  - 30% vs. 50%

- Phone Wait Time vs. prior period
  - 5 vs. 5
  - 100% vs. 100%

Additional Resources

Review training with the Women's Department using the attached best practices document. Focus on improving customer experience index for our next store visit.

Owner | Last Modified | File Size
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David Hall | 3/15/2017 | 1 MB
David Hall | 2/15/2017 | 560 KB

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