

DATA MATTERS

Accelerated Analytics Customer Newsletter



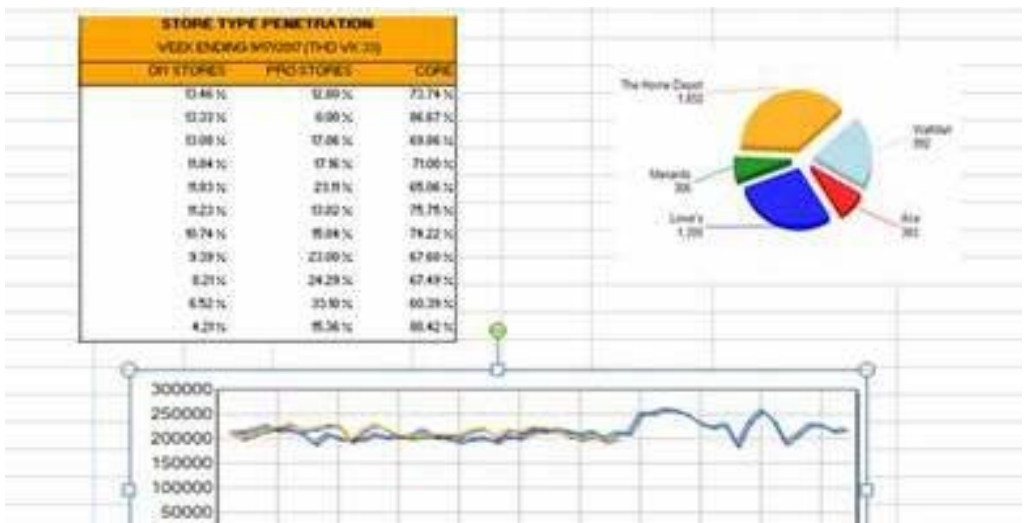
Welcome Beauty Blender

Accelerated Analytics recently announced that award-winning cosmetics company BeautyBlender has joined their client roster. BeautyBlender is enjoying steady growth and saw the need to move away from manual data collection and analysis to a more streamlined process. They were referred to Accelerated Analytics by long-time customer T3 Micro. Accelerated Analytics will provide retail POS data reporting and analysis for Beauty Blender's current retail partners: Beauty Brands, Blue [Continue Reading...](#)



Have a Line Review Coming Up? We Can Help!

Have a line review coming up? Let us help you prepare with custom reporting and consulting! Contact your account manager or sales@acceleratedanalytics.com.



Dillard's Vendors: eBiz vs. Accelerated Analytics

But I Already Have eBiz. What's the Difference?

Retail POS data holds the key to how your products are performing at a store level. Accelerated Analytics offers more flexibility, more detailed reports, more robust analytics and 52 weeks of history. There's really no comparison.

Features	eBiz	Accelerated Analytics
Weekly units sold, dollars sold, on-hand units and on-order units	✓	✓
Data provided by UPC and store	✓	✓
Dillard's divisions, group codes, departments and MICs	✓	✓
Week/month/season/year-to-date information	✓	✓
52 weeks of historical data at set-up for this year/last year comparisons		✓
Ability to enter any date range versus only seeing 5 weeks of rolling data		✓

Retail POS data holds the key to how your products are performing on a store level. EBiz gives you some basics but Accelerated Analytics offers so much more. See the difference!

Tips & Tricks from Scott Garber

Conducting store analyses to focus on your key performing stores. Not sure where to start? Check out our free resources on our website like the Store Grade Analysis Video or Store Analysis Whitepaper. Then, take it to the next level and include it in your reports alongside your retailers' rankings to see how your top stores fit into their categories. Check out this store count dispersal analysis done by one of our DIY vendors for Home Depot. How do your products' store performance match or vary from your retailers' overall store ranks?

STORE RANK COMPARISON	HOME DEPOT RANK					
	A	B	C	D	E	F
CALC QUARTILE A	47	159	183	90	14	
CALC QUARTILE B	1	38	161	223	66	5
CALC QUARTILE C		2	34	213	219	26
CALC QUARTILE D		2	4	29	187	272

Where in the World is Accelerated Analytics?

We're hitting the road this Fall!

- At the end of October our entire team will convene at our home offices in Bradenton, FL for our annual meeting.
- November 5-8, Sales and Marketing Director Jen Freyer will be at RVCF in Phoenix, AZ. Please let us know if you're attending so we can connect!
- December 6-7, Director of Client Services Scott Garber will be at the Dillard's New Vendor Conference in Little Rock, AR

