



## Lite plan

**SKUtrak 'Lite' helps you make quicker and better product decisions using a set of dashboards that visually analyse your trading performance, including your point of sale and supply chain data.**

Lite focuses on the headline numbers letting you better understand what is happening. Using this service, you can focus on the fundamentals of your trading relationship by improving working practices and enhancing collaboration with your retail partners' Supply Chain & Commercial teams.

### Key features

- ✓ Standardised reporting on performance with key customers.
- ✓ Automated daily key performance indicator (KPI) alerts by email.
- ✓ Rich trading data by SKU for full estate.
- ✓ Report on daily, weekly or year-on-year comparisons.
- ✓ Filter by category, subcategory, brand and SKU.
- ✓ Download report data.
- ✓ Access up to two years of trading performance data.
- ✓ Business hours email and live chat support.

## Focus on the fundamentals of your trading relationship

**With Lite, you can quickly and easily equip your team with a blended understanding of trading performance, perfect for communications with your retail customers.**

### It will help you to:



#### Maximise sales growth

Be alert to growth opportunities and areas of sales decline across the entire product portfolio to maximise your sales.



#### Maintain and improve on-shelf availability

Improve product availability and prevent 'out-of-stocks' by assessing your performance and pinpointing the poorest performing SKUs.



#### Reduce overstocking and waste

Prioritise corrective action by highlighting overstocking issues and monitoring the value of product wastage on your bottom line.



#### Minimise inventory holding

Free up working capital by understanding opportunities to reduce stock levels in both depots and at the store-estate level.



#### Plug out-of-stock gaps

Quickly see the change in demand for each line you supply to better plan production, address any sales fluctuations and minimise supply chain risk.



#### Optimise ranging decisions

Improve your range analysis by identifying how many stores in each region your products are ranged in and monitor changes.



#### Meet service level targets

Explore service levels into a retailer's depot to identify possible performance issues to highlight and find ways to resolve with your retail customer.

### Lite helps answer the questions:

- "What opportunities exist to grow sales?"
- "How much is waste costing my business?"
- "Where is product availability below target?"
- "How can I free up more cash from stocked inventory?"
- "Where do I need to focus service-level efforts?"

# What reporting dashboards do you get with Lite?

Using SKUtrak Lite, you can explore and understand your trading performance using the following reporting pages:

## Sales report

The sales screen is a summary report of your sales over time. You can view daily data for the last four weeks or full year-to-date by week, all compared against last year's performance. You can use this page to visualise sales with your buyer over categories, subcategories, brands and individual products.

## In-store availability report

The in-store availability page provides a way to view availability over various timeframes. You can view aggregate down to SKU level availability against your target or a previous period. This dashboard helps ensure that you and your buyer order enough of the product to satisfy ongoing shopper demand.

## Waste report

The waste page lets you view actual waste volume or value as a percentage of your sales over different periods. It can be used with your supply chain counterpart to better understand and dissect patterns and trends in your wastage performance.

## Stock in trade report

The stock volume page gives you a summary report of your current stock holding and coverage by days, split out by stock in depot and stock at an estate level in stores. To maintain in-store availability, you can use this page to help you better understand where stock needs to be prioritised in case of any production problem or issues with supply.

## Ranging report

This page provides a geographical representation of product ranging to help you understand regional preferences. It details your current ranging by SKU and region so you can understand the total number of stocking points in the last 28 days. It can help you plan promos and prioritise stock to areas in the event of production problems.

## Forecast report

The forecast screen gives you a visual representation of your most recent forecast provided by the retailer. It presents each SKU with its latest forecast, the point of comparison and the total variance between the two. This helps you to quickly assess the up and down demand change of each line you supply.

## Inbound service level report

This dashboard allows you to explore and access your service level into a retailer's depots. It helps you identify products causing ongoing issues and develop an action plan.

## Need a different plan?

We offer a range of pricing plans that to support your different needs.



### Starter

**Starter** gives you the basics with a 28-day summary dashboard that visualises sales and supply chain metrics across eight key performance indicators.



### Lite

**Lite** focuses on the headline numbers to show you what is happening using a set of visual dashboards providing daily information by SKU and store region with up to 2- years of data available.



### Essential

**Essential** digs deeper to explain why things happened the way they did by using daily analytics dashboards and direct access to SKUtrak's high-quality, curated data.



### Professional

**Professional** turns data into more actionable insights with store-level data and predictive analytics dashboards to show you what will happen next and provide guidance on improving performance.



### Enterprise

**Enterprise** provides you with all the content and features of the previous services, plus access to our data engineers, visualisation and machine learning teams.

## What our customers say



With SKUtrak we have been able to make our relationship(s) slicker, more efficient, and ready to deliver the right stock to the right place at the right time.

**Chris Milton | Sales Director | Thatcher's Cider**

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On a Monday morning, I am able to know immediately how trading has been over the weekend. I'm not having to wait for someone to extract the data, interpret it and send it to me. The data is also in the same format across all retailers, which is so valuable helping me to compare apples with apples. For example, every retailer's weeks are different, SKUtrak enables me to select calendar months as opposed to retailer weeks. Therefore, I know I can do a straight comparison.

**Darren Robinson | Head of Sales | Meridian**

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SKUtrak is a tool that provides you with consistent and valuable data insights across the spectrum of retailers instantly. As a result, you can see your top line performance and solve problems quickly. Using SKUtrak saves time as without it you have to be digging into each retailer system and crunching so many numbers you might miss key points. SKUtrak allows me to work more quickly and efficiently. I would highly recommend the service to any FMCG supplier.

**Dave Knowles | Head of Sales | UK Off-Trade**

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## Talk to us to find out more

Email us at [upgrade@attheon.co.uk](mailto:upgrade@attheon.co.uk)

### About Atheon Analytics

Atheon Analytics helps humanise data so that people can make complex decisions confidently. Through accurate visual representations to interact and drive actions, we help FMCGs maximise sales, improve product availability, optimise their supply chain and collaborate with their retailers. Our primary product line - SKUtrak - connects grocery suppliers with detailed daily data from their retailer customers and helps them optimise the flow of goods from retailers to shoppers.