



# Turn Waitrose trading data into actionable insights with SKUtrak

**New from SKUtrak: automatically collect, update, and manage your Waitrose trading data for enhanced insights about your performance.**

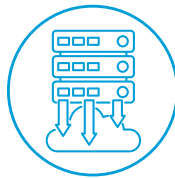
With the addition of Waitrose data, your analysts and data scientists can now use this information to make daily decisions that drive sustainable growth and safeguard against disruption. Adding Waitrose trading data to your SKUtrak account will help you increase sales visibility, enhance operations, and avoid the errors and hassle that come with manually downloading reports.

## Key features

- ✓ Automated daily collection from the Waitrose Connect portal
- ✓ Transformation for standardised reporting
- ✓ A live data source for your favourite tools and business systems
- ✓ All underpinned by SKUtrak data security

# Unlock growth and drive performance

**Connect SKUtrak to your Waitrose data to:**



### Automate data collection and transformation

Save time and reduce workload by accessing the most complete and curated dataset for critical, complex decision making.



### Accelerate business insights

Easily access and share data across business units, partners, and customers to provide users with valuable and actionable information.



### Drive sales and increase efficiency

Use high-quality, consistent and easy-to-query data to develop data-driven processes for increased sales and efficiency.

# SKUtrak automates data collection and management

## What it does

Through SKUtrak, you have immediate access to the data provided by the Waitrose Connect portal, including daily sales and waste data across the estate, as well as weekly sales and waste data by store.

## How it helps

SKUtrak automatically updates and enriches your data - ensuring that it is accurately collected, processed consistently, securely stored and available for use in all downstream systems and processes.

## Where it works

SKUtrak DataShare joins the power of SKUtrak's retail trading data model with the Snowflake data cloud so that you can integrate trading performance data directly into your reporting tools, analytics platforms, and enterprise business systems. SKUtrak DataShare provides a consistent data feed across all your major grocery customers.

# Enhance decision-making with holistic data insights

SKUtrak provides “analysis-ready” data from Waitrose Connect on a scale that allows you to explore and model trading performance across multiple dimensions for better reporting and analysis.

### Improve the accuracy of sales reporting:

Monitor performance, evaluate trends and make better predictions with granular data down to store-level.

### Maximise returns on promotional activities:

Carry out promotional reviews at speed, eliminate guesswork and get a handle on your performance.

### Identify opportunities to grow your distribution:

Gain a better understanding of trading patterns and discover areas with growth opportunities.

### Cut back on waste:

See which products are underperforming to support your SKU rationalisation decisions.

### Measure the success of NPD:

Monitor the introduction of new SKUs by assessing sales and return on sales against your plan.

### Justify cost price increases (CPIs):

Use historical data (up to two years worth) to predict the impact of price increases.

## Get real-time access to daily, curated Waitrose trading data

Innovate and push boundaries to find new and exciting ways to automate data-driven business processes. As soon as validated data lands in SKUtrak, it is available for your use and can be accessed in real-time by your authorised users.



### Collect

Automatically retrieves and validates data



### Transform

Processes and organises data so it is usable



### Store

Stores collected data securely in the cloud



### DataShare

Opens up the underlying SKUtrak data to share



One connection to build insight and refresh easily



Share data without copying



Instant access to 'query ready' data

**Secure, fast, scalable, always-on**

## Use SKUtrak to answer ad hoc questions, visualise data with your own bespoke dashboards, or feed almost any software system you use:

- ✓ Connect live to SKUtrak DataShare using Microsoft Excel (or other spreadsheet and database tools) and power your existing grocery customer performance reports without downloading, cut-and-paste, or VLOOKUP challenges.
- ✓ Connect live to SKUtrak DataShare from your favourite desktop or cloud analytics tools; PowerBI, Tableau, Qlik, Looker, Thoughtspot and many more can be connected in seconds to make curated trading information available alongside other internal data feeds.
- ✓ Import data from SKUtrak DataShare into your preferred business planning tools; trade promotion management, production planning, revenue assurance, and field sales apps.

## What our customers say



Before SKUtrak, we were pulling data manually from retailers every day and having to link individual spreadsheets together in order to make them usable. Even then, we had to massage that information because of differences between operating and promotional weeks. It was complex and extremely time-consuming.

**Jon Colby | Data and Insights Controller | Hain Daniels**

## 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.