

## Retail sales analytics why's and how's!

### Why Retail Sales Analytics:

The Retail Sales Analytics program is a Point of Sale data sharing program created by Nationwide to help leverage our collective scale and give our members business intelligence that delivers *bottom line results!*



When you participate in the RSA program, you gain access to a MemberNet portal that lets you:

- Compare your top selling SKUs against other members of the group.
- See how your SKU margin stacks up vs. your peers.
- Track brand performance in your business vs. others.

### Here is an Example of a Report from the Retail Sales Analytics showing data by Product & Brand

Products

6/1/2019 - 9/1/2019 Sort By **Volume** Units Unit Price Brands Filter (all) Download

Product Number	Brand	Description	Class	Volume	Units	Group Units Average	Price/Unit	Group Price/Unit Average
PRG366WH	THERMADOR	36-Inch Pro Harmony(R) Standard Depth Gas Range	GAS RANGE	\$29,741.02	5	2.3	\$5,948.36	\$5,733.45
GZS22DGJWW	GE APPLIANCES	GE(R) 21.9 Cu. Ft. Counter-Depth Side-By-Side Refrigerator	REFRIG	\$29,355.00	17	1.0	\$1,726.76	\$1,972.37
KRFC300ESS	KITCHENAID	20 cu. ft. 36-Inch Width Counter-Depth French Door Refrigerator with Interior Dispense - Stainless Steel	REFRIG	\$27,749.92	15	23.9	\$1,849.99	\$1,910.89
PRG486GDH	THERMADOR	48-Inch Pro Harmony(R) Standard Depth Gas Range	GAS RANGE	\$25,913.00	3	1.0	\$8,604.33	\$8,699.00
KSGB900ESS	KITCHENAID	30-Inch 5 Burner Gas Convection Slide-In Range with	GAS RANGES	\$23,940.74	12	4.3	\$1,995.06	\$2,471.25

**Brands Filter (all)**

- ALFRESCO
- AMANA
- AMBA PRODUCTS
- ANNE AT HOME
- AQUABRASS
- ASKO
- AVANTI
- AZURE HOME PRODUCTS
- BERTAZZONI
- BEST RANGE HOODS
- BLANCO
- BLUESTAR
- BOSCH
- BOSCH CANADA
- BRAXTON CULIFER INC.

**BUY BETTER, SELL SMARTER, COMPETE TOUGHER**



Use these insights to increase your selling prices, change your model mix and drive the right plan-to-sell for your business.

*Remember, this data will be **anonymized** the moment it is collected and will not be tied to your individual business when it is shared on an aggregated basis. By providing the manufacturers with the information and analytics they already see from the Big Box stores, Nationwide and its' members will be able to:*

- Leverage Vendors for better programs and net pricing deals.
- Create the analysis that will allow NMG to measure, then refine and perfect all marketing activities done on our members behalf.
- Show manufacturers the data they need to make the correct production decisions; which will ultimately lead to increased stock of better selling and newer models for our channel.

## ***Sign Up Digitally and Get Started TODAY!***

### **How to Sign Up:**

- Sign Up Digitally with the link below:
- [Click here](#) for the online enrollment form

### **All POS Vendors will need:**

- Copy RSA manual form so they can be added to the program.
- If member signed up digitally, Store Name and Primary Contact information needs to be sent over to the POS partner.

### **NMG will need:**

- Digital Signup Receipt or a copy of RSA form from members

Here are the Nationwide POS vendors that are currently supporting this program.



If you are not currently using one of these POS providers, you may still be eligible to participate in this offer. We'll contact you with details.

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