



# Competitive Intelligence

## Real-time insights on competition pricing and assortment strategies

Fractal's AI-powered Competitive intelligence solution provides competitive pricing and assortment intelligence by harnessing competitive information available online, organizing it, and delivering it in an actionable form. With fractal's solution retailers can drive profitable growth by making smarter pricing and merchandising decisions using up to date competitive insights.

Navigate dynamic markets with confidence with our competitive intelligence solution. Gain a nuanced understanding of market trends and competitor actions, allowing you to make data-driven decisions that optimize pricing, product offerings, and overall strategy to give you an unparalleled competitive edge in the ever-evolving business landscape

The screenshot shows the 'Daily Snapshot' dashboard with two main tables. The first table, 'Price & Stock Snapshot', compares a Retailer with three Competitors across metrics like Matched SKU, Price (Increased, Decreased, Unchanged), and Stock (In Stock, Total Stocked Out, Recently Stocked Out). The second table, 'Changes in Price Leadership & Stock Availability', shows 'Avg Price Position', 'Avg Discount (%)', 'SKUs In Stock', and 'SKUs Out of Stock' for each entity.

Category	Sub Category	Brand	Price Range	Price Position	Price Ratio Range
All	All	All	All	All	All

Retailer/Competitors	Matched SKU	Price			Stock		
		Price Increased	Price Decreased	Price Unchanged	In Stock	Total Stocked Out	Recently Stocked Out
Retailer	408	19	14	375	278	130	27
Competitor 1	381	48	92	241	341	40	22
Competitor 2	200	29	22	149	194	6	9
Competitor 3	179	57	60	62	156	23	7

Retailer/Competitors	Avg Price Position	Avg Discount (%)	SKUs In Stock	SKUs Out of Stock
Retailer	1.44 ▲ 1.41	49.07 ▶ 49.07	278 ▼ 279	130 ▲ 129
Competitor 1	1.28 ▲ 1.17	50.70 ▶ 50.70	341 ▲ 340	40 ▼ 41
Competitor 2	1.60 ▲ 1.36	30.95 ▶ 30.95	194 ▶ 194	6 ▶ 6
Competitor 3	1.68 ▲ 1.50	27.56 ▼ 37.44	156 ▲ 155	23 ▼ 24

### Key Components

**Web Crawling:** Our web crawling capability is configurable to your specific needs, ensuring scalability to handle millions of SKUs. With zip code-level information, we provide insights at a granular level. Our solution allows you to decide the frequency of extraction ensuring you can receive valuable insights at any interval that suits your business operations.

**Product Matching:** Configurable rules along with text parsing, normalization, and human-in-loop verification guarantee precision in identifying exact and similar matches even for private labels.

**Pricing Intelligence:** Take control of your market position by securing a leadership role in pricing. With real-time insights into dynamic price change trends, our solution empowers you to stay ahead. Uncover opportunities for maximizing revenue and improving margins through strategic pricing decisions ensuring your business achieves a competitive edge in the market

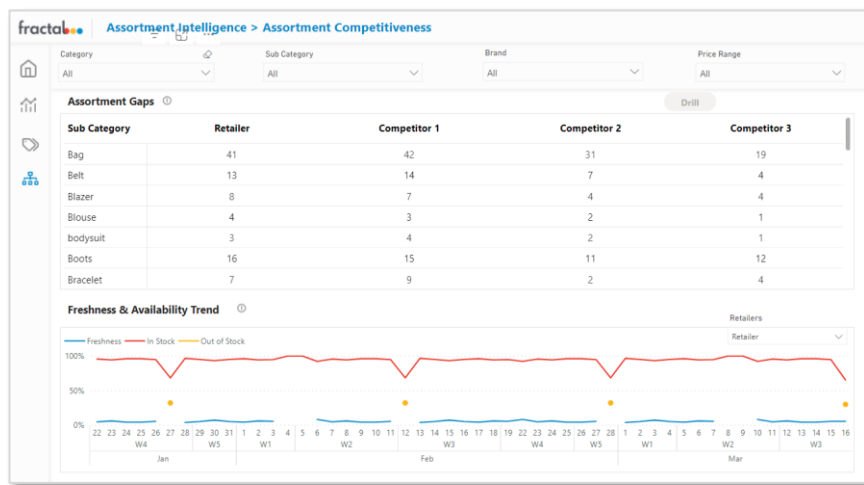
The screenshot shows the 'Price Competitiveness' dashboard. It features a 'Price Variance' table with columns for variance levels (e.g., <30% Lower, 20-30% Lower, etc.) and a 'Price Position' donut chart. Below the chart is a 'Price Ratio' table comparing the Retailer's price to three competitors across various sub-categories.

Retailer/Competitors	Variance	Matched SKU	<30% Lower	20-30% Lower	10-20% Lower	0-10% Lower	0 Change	0-10% Higher	10-20% Higher	20-30% Higher	30% Higher
Competitor 1	Our Price	381	5.8%	0.8%	1.8%	4.2%	63.3%	10.2%	6.6%	3.4%	3.9%
Competitor 2	Our Price	200	4.5%	1.5%	2.0%	6.5%	74.5%	4.0%	4.0%	1.5%	1.5%
Competitor 3	Our Price	179	7.3%	1.1%	1.1%	9.5%	47.5%	20.1%	7.3%	4.5%	1.7%
Retailer	Lowest	408	5.1%	0.7%	1.2%	2.7%	55.1%	14.7%	6.6%	4.4%	9.3%
Retailer	Highest	408	8.1%	1.2%	2.9%	8.3%	61.0%	6.4%	4.2%	1.7%	6.1%
Retailer	Average	408	5.9%	0.5%	3.2%	7.8%	53.4%	17.9%	6.1%	2.7%	2.5%

Sub Category	Competitor 1	Competitor 2	Competitor 3
Bag	1.01	0.98	0.93
Belt	1.11	0.94	0.94
Blazer	0.96	0.86	0.76
Blouse	1.36	1.00	1.40
bodysuit	1.09	1.00	0.98

**Assortment Intelligence:** Optimize your product offerings by identifying assortment gaps, overlaps, and freshness. Gain insights into the popularity of competitive items ensuring your assortment stays ahead. This ensures that you are well-equipped to meet customer demand, minimize stockouts, and optimize your product assortment.



## Why Fractal



### Robust product matching

Our unified platform combines text and image recognition, accurately identifying exact and similar match SKUs. Fueled by tailored deep learning architectures and retail-specific heuristics, our method goes beyond conventions. This results in high accuracy in product matching setting us apart in delivering reliable and precise insights.



### Customizability

We offer ability to configurable rules for product matching and ensure high accuracy with human-in-loop verification. Fractal's commitment to precision means you can trust the insights provided, tailored to your specific needs.



### Domain expertise

Our solution is distinguished by the infusion of extensive retail domain experience and expertise. This ensures that our insights and strategies are not just data-driven but enriched with a deep understanding of the retail landscape. With us, you gain the advantage of seasoned professionals guiding your decisions, elevating your competitive edge in the market



### Speed and scale

Our solution is designed to handle the scale of your enterprise needs, whether managing tens of thousands of products or monitoring numerous competitors our platform is built to accommodate your expansive requirements. With the ability to go live in just 4-6 weeks, you can swiftly access actionable insights and gain a competitive advantage.