Microsoft Power Platform | PBI Lab

Microsoft Power BI in Retail and Consumer Goods

Meet tomorrow's customer demands today with real-time data analytics and insights

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Retail

Connecting the distributed retail environment

Adapting to changing retail environments requires innovation in how we connect. The shift to digital transformation is bringing new insights to retail adopters that **empower teams, improve results. speed-to-market, and build deeper customer relationships for long-lasting**

To realize that potential, retail organizations need to embrace a data-driven approach that unlocks these powerful insights and delivers a complete view of customers and business operations.
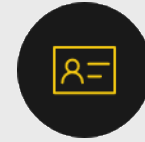
Adapting to the new normal with intelligent tools

Empower employees to drive operational efficiencies with intelligent and secure digital tools

Increase supply chain visibility and improve on-time delivery for better business continuity

Enrich the customer experience with frictionless delivery for enhanced brand engagement

Leverage digital solutions and insights to engage consumers with evolving shopping behaviors

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How Power BI can help overcome the challenges of today

Empower your employees

- Quickly react to changes in consumer behavior
- Connect and engage teams in real-time
- Level-up your sales team with shared insights

Deliver intelligent supply chain

- Gain real-time visibility into operations
- Enable flexible and agile product delivery
- Streamline reporting for faster speed-to-market

Know your customers

- Identify and adapt to quickly-changing needs
- Dive deeper into emerging customer trends
- Increase product and shopper experience personalization

Reimagine retail

- Transition to predictive business strategies
- Mitigate the impact of unplanned challenges
- Unlock new revenue streams and growth

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Empower your employees

Quickly react to changes in consumer behavior

Deliver business insights from the C-Suite to the store floor using familiar Office tools and analytics in Power BI. Collaborate on dashboards in Microsoft Teams, Excel, and PowerPoint to rapidly identify and react to changes in consumer behavior.

Connect and engage teams in real-time

Cultivate a data-driven environment that relies on real-time customer and product insights in Power BI. Visualize product success, emerging areas for consumer interaction, and drive engagement through meaningful actions across all levels of your organization.

Level-up your sales team with shared insights

Position your employees to flourish with Power BI insights that improve customer engagement. Place the power of analytics in the hands of your team, empowering them to deliver exceptional customer experiences that help them feel supported and successful.

Enhancing guest experiences with cutting-edge data insights

"The shift to Power BI has really empowered our team members to be active participants with the data. The dashboards we're able to create now allow them to explore, find patterns, and answer the questions they wouldn't have thought about asking or questions that would've been time probative to investigate."

Janette Smrcka,
Information Technology Director
Mall of America

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Deliver intelligent supply chain

Reduce overstock by leveraging live customer insights

Modernize production lines and measure retail shopping activities with live analytics in Power BI. React quickly to changes in customer demand by adjusting product orders on the fly to reduce potential overstock and run a lean supply chain.

Enable flexible and agile product delivery

Provide products just-in-time and with minimal disruption using Power BI. Integrate data from across the supply chain to eliminate production bottlenecks, enhance departmental collaboration, and pivot quickly to unexpected events.

Streamline reporting to improve speed-to-market

Connect your employees with Power BI reports and dashboards that streamline analytics at every stage of delivery. Empower your organization to drive strategic action with sharable insights on store performance, retail trends, and product optimization.

"When you make decisions based on data, you know that you're going to put the right products in the hands of our customers when they need it. And we're going to have happy employees because they won't have to manage inventory that's not needed in their stores."

Anne Cruz,
IT Manager for Supply Chain and Merchandising
Walgreens

Walgreens

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4 ways

to meet tomorrow's customer demands with analytics and insights

Learn more >

Empower your employees

Drive improved workplace collaboration, productivity, and operational efficiencies.

Deliver intelligent supply chain

Improve business continuity with flexible and intelligent data-driven decision making.

Reimagine retail

Unlock powerful insights for data-driven strategies that look past today's shopping patterns.

Know your customers

Dive deep into customer behavior and deliver meaningful experiences at every touchpoint.

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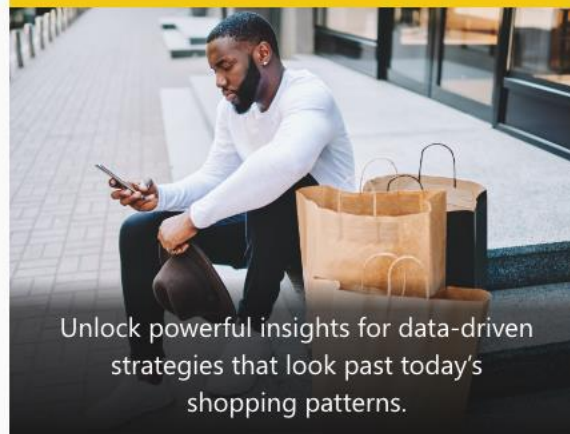
Consumer Goods

Evolving with changing customer needs

Customer needs are rapidly evolving. Staying ahead of demand requires innovative solutions that **optimize performance, enable collaboration, and deliver on sustainability to improve market share.**

Driving meaningful actions across the organization requires a data-driven approach that unlocks powerful insights to deliver a complete view of customer needs and business operations.

SALES VS PROFITS BY SUB-CATEGORY

Sub-Category	Total Sales	Sales	Total Profit	Profit	Profit Ratio
Phones	$1,706.8K		$216.7K		13 %
Copiers	$1,509.4K		$258.6K		17 %
Chairs	$1,501.7K		$140.4K		9 %
Bookcases	$1,466.6K		$161.9K		11 %
Storage	$1,127.1K		$108.5K		10 %
Appliances	$1,011.1K		$141.7K		14 %
Machines	$779.1K		$58.9K		8 %
Tables	$757.0K		($64.1K)		-8 %
Accessories	$749.2K		$129.6K		17 %
Binders	$461.9K		$72.4K		16 %
Furnishings	$385.6K		$47.0K		12 %

Meet the rapidly changing consumer needs of today

Adopt data-driven strategies that challenge past actions for greater intelligence, speed, and performance

Reimagine highly matrixed supply chains to realize speed-to-market opportunities during uncertainty

Reevaluate business processes to meet consumer sustainability needs while maintaining business value

Identify trends in changing customer expectations to surprise and delight core audience segments

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Solutions

How Power BI can help

Optimize brand performance

- Measure marketing and advertising in real-time
- Understand customers with deeper insights
- Deliver personalization at every touchpoint

Connect your enterprise

- Empower workers with on-the-go insights
- Connect your enterprise with secure solutions
- Enable real-time innovation while remote

Deliver sustainable and operational excellence

- Drive automation and sustainability improvements
- Optimize forecasting with improved transparency
- Implement data insights throughout the value chain

Accelerate innovation

- Proactively respond to changing consumer needs
- Digitize and modernize new product development
- Win emerging consumer markets through innovation

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Optimize brand performance

Optimize marketing and advertising in real-time

Integrate marketing and advertising analytics into sharable Power BI reports that empower team collaboration. Work together on the same data across Microsoft Teams and Excel to optimize ad spend and identify upsell and cross-sell opportunities.

Understand customers with deeper insights

Gain deeper customer insights and identify emerging trends with big data sources in Azure. Visualize powerful analytics in streamlined Power BI dashboards that allow your teams to analyze, share, and promote data-driven decisions across your organization.

Deliver personalization at every touchpoint

Draw insight from customer shopping habit data to drive meaningful actions. Discover trends that extend beyond the omnichannel approach for a personalized customer experience that grows with your company.

Driving consumer spending by meeting holistic customer needs

"By gaining a holistic customer view and meeting their needs, we've increased the average order value by 20-percent through our contact center because of improved cross-selling abilities."

Jordi Badia,
Chief Information Officer and Chief Digital Officer
Venca

venca

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Connect your enterprise

Empower workers with on-the-go insights

Help distributed workers drive strategic actions with collaborative dashboards and reporting in Power BI. Access real-time analytics across the value chain wherever you go, reducing information silos from end-to-end for greater employee productivity.

Connect your enterprise with secure solutions

Safeguard your data strategy with secure analytics in Power BI that extend protection beyond the organization. Meet strict privacy and regulatory requirements while driving meaningful actions from consumer and production data anywhere you work.

Enable real-time innovation while remote

Help sales teams meet organizational goals with measurable performance dashboards in Power BI. Gain insights on everything from inventory levels to best-selling items by region or category, enabling teams to collaborate digitally on strategies that drive product growth.

Visualizing organizational growth in meaningful ways

"Our analysts like working with a lot of data, and Power BI has really helped them deliver a comprehensive picture of our sales landscape. The dashboards let us truly see our growth in very meaningful ways."

Cerys Cook:
Vice President of People and Culture
PUR

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4 ways

to connect and empower your organization with analytics and insights

Learn more ›

Optimize brand performance

Leverage a 360-degree view of customers to improve prediction and deliver personalization.

Connect your enterprise

Empower a distributed workforce with actionable insights from the field or production floor.

Accelerate Innovation

Unlock powerful insights for data-driven strategies that look beyond today's supply chain.

Deliver sustainable and operational excellence

Enhance value chain visibility for end-to-end transparency and greater focus on sustainability.

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Power BI Resources

Support Your Organization for Data-Driven Growth

Explore Power BI reporting and dashboards

Start with pre-built data stories and customize to acquire key value insights for your company

Global store analytics report

Visualize store sales performances with a 360-degree view. Analyze KPI's and identify actionable insights across products, segments, and geographies.
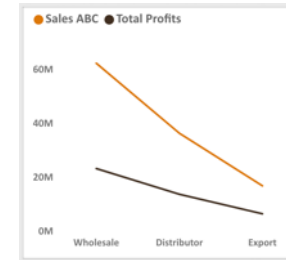
Customer segmentation dashboard

Analyze sales and profits by region to generate valuable insights based on product turnover-related customer behaviors.


Business intelligence reporting for apparel

Make informed decisions with advanced analytics that deliver critical insights related to margin, customer churn probability, and product optimization.

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Secure

Better protect Power BI data with Microsoft Information Protection and Microsoft Cloud App Security, one of the most trusted choices in the world.
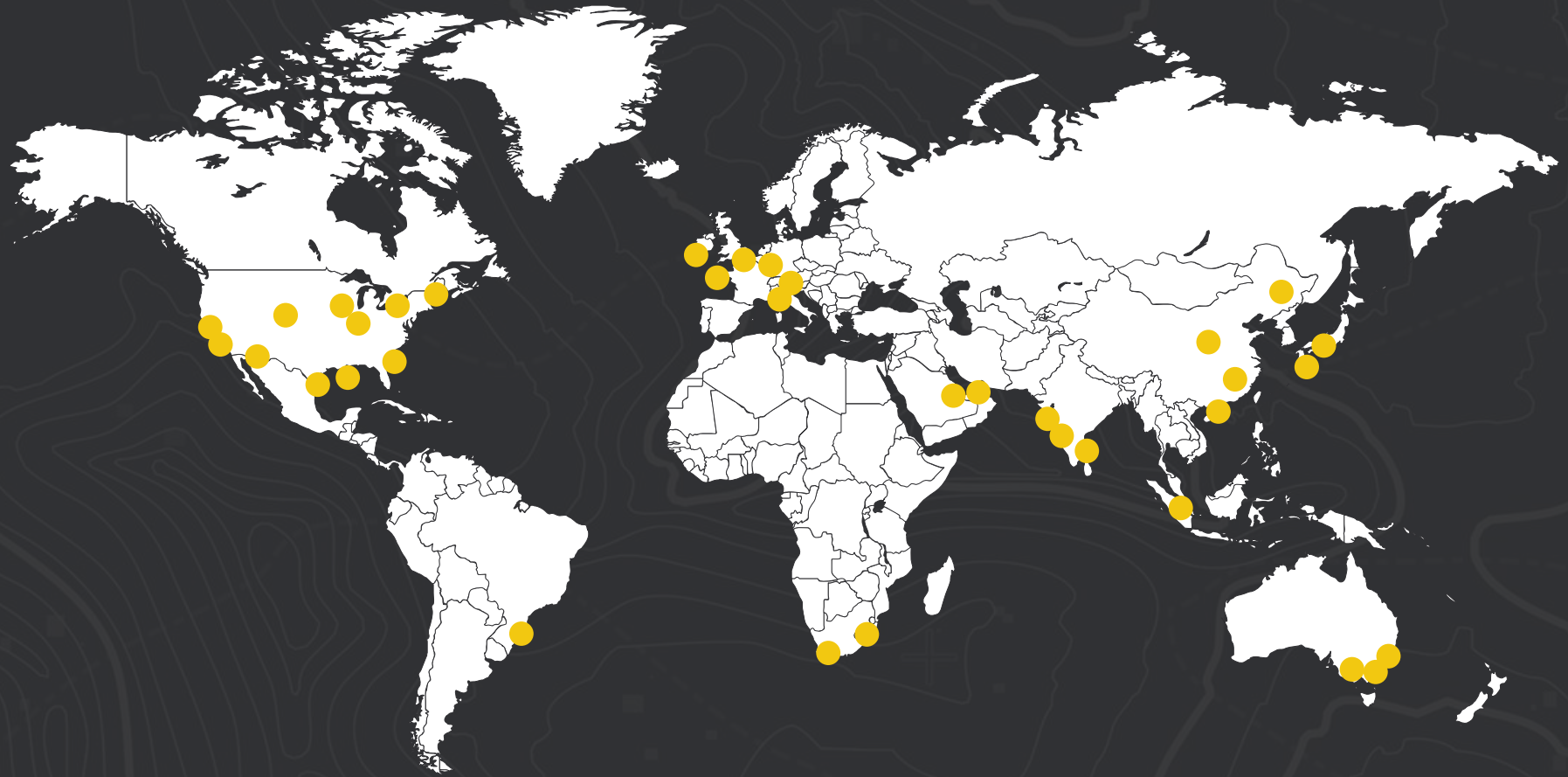
44 Languages

40 Primary and backup datacenters worldwide

National Clouds US Government, China & Germany

ISO 27001 Certified — Information Security Management System

China GB 18030

HIPAA

PCI Security Standards Council

European Commission

CSA cloud security alliance®

FedRAMP

irap®

Bundesamt für Sicherheit in der Informationstechnik

W3C® (WCAG) 2.1

Get Started with Power BI

Create a data-driven culture throughout your organization with collaborative and interactive data visualizations.

Try for Free

Walk through the extensive and powerful capabilities of Power BI with self-paced courses for every level.

Start Learning

Learn how Microsoft is empowering transformation in retail and consumer goods.

Explore Retail Solutions | Explore Consumer Goods Solutions

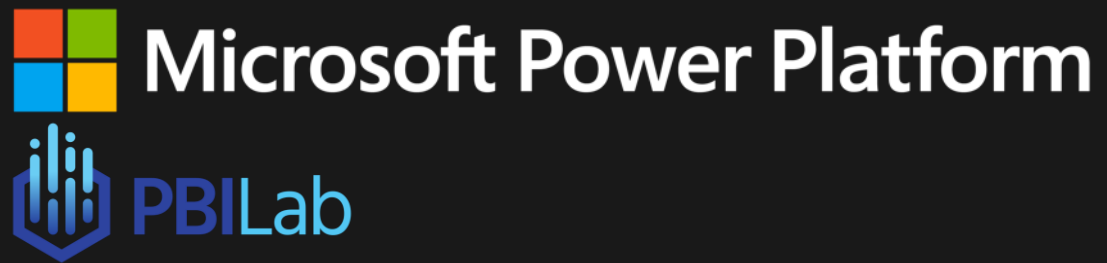Connect, learn and discuss best practices with business intelligence experts from a variety of industries.

Join the Community

Register for upcoming live webinar events and watch recorded sessions on-demand.

Watch Webinars

Take your data to the next level with the best tips and tricks from our Power BI experts.

Get the Latest Insights

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