

Omnichannel Insights

Unlocking Omnichannel Success Through Data

In the dynamic world of omnichannel retail, data is the ultimate asset. Brands continuously seek information that can set them apart in the direct-to-consumer market. Success today hinges on the ability to understand consumer behavior, optimize operational efficiency, and make strategic decisions at a granular level.

However, the sheer volume of omnichannel retail data available today can be overwhelming, and not every organization has the time, team, or resources needed to transform real-time metrics into actionable strategies. Therefore, it is critical for brands to have a solution that consolidates and visualizes all key performance data into a unified, global source. This solution must be built on an intuitive data model, ensuring all users can extract valuable business intelligence.

In an era where omnichannel is the retail standard, brands must actively discover insights within their data. With these insights, they'll be poised to optimize every facet of their omnichannel organization, positioning them not only for short-term success, but also long-term vitality.

Key benefits:

- Optimize store and associate performance
- Analyze top omnichannel use cases
- Understand consumer buying behaviors
- Refine retail programs and strategies
- Understand inventory sell rates
- Enhance operational efficiency
- Measure overall omnichannel impact
- Provide timely updates to key stakeholders

Why NewStore?

Our data and reporting capabilities offer retailers a comprehensive, timely overview of their omnichannel business, encompassing physical and digital sales, fulfillment, payments, promotions, and more. Regardless of technical expertise, we empower users with self-service analytics to understand, monitor, and enhance their omnichannel operations.

Omnichannel Insights

Omnichannel Insights is an advanced analytics capability that enables retail brands to see a global view of their most important omnichannel metrics. With data available via the web-based NewStore Omnichannel Manager and iOS-based NewStore Associate App, we equip both HQ and store teams with the tools they need to make strategic decisions for their business.

Unified Omnichannel Data

Consolidate all operational metrics and key omnichannel data into a single global source to gain insights and make informed decisions for business growth.

Self-Service Analytics

Easily access and analyze data through a variety of predefined reports and dashboards, enabling any user to quickly explore and act on insights.

Effortless Sharing

Share timely data and insights with key stakeholders in any preferred format, empowering teams to implement findings for organizational success.

Data-Driven Omnichannel

Collecting data is important, but even more crucial is how you harness it. That's the power of Omnichannel Insights. While the core NewStore platform collects a wide range of omnichannel data—from customers and orders to inventory and sales—Omnichannel Insights delivers this data back to retail brands as consolidated, actionable, and flexible insights. Instead of merely presenting reports, it allows for meaningful interaction with the metrics that matter most to your omnichannel business.

• Omnichannel Impact

With Omnichannel Insights, store teams and HQ personnel can understand the value of omnichannel experiences. For example, with a quick look at individual sales and store sales, store users can determine consumer behaviors and formulate a plan to better sell to shoppers. At headquarters, users can view the leading omnichannel use cases across retail locations, enabling them to identify opportunities and improve their overall business performance.

• Optimized Operations

By leveraging Omnichannel Insights, retail teams can actively monitor sales and identify trends and opportunities related to order fulfillment, clienteling, store sales, category performance, and more. With visibility into the “why” behind specific data insights, you can respond quickly and efficiently, streamlining processes and optimizing resource allocation as needed to enhance overall operational efficiency.

• Organizational Sharing

Omnichannel Insights doesn't stop at creating insightful dashboards or reports. It offers functionality to manage the distribution of timely data, ensuring that the right information reaches the right people at exactly the right time. This kind of flexible data delivery and reporting enables stakeholders to not only know what's happening, but also know how to operationalize each insight for business growth.

Feature Highlights

Data Delivery

- Use Omnichannel Insights through NewStore Omnichannel Manager and quickly start accessing and manipulating data
- View daily sales reporting in the NewStore Associate App, giving store teams and individual associates timely updates about performance

Dashboards & Reports

- Get started with a growing list of out-of-the-box dashboards that allow you to understand your omnichannel business from day one
- Customize templates or build a dashboard from scratch, modifying widgets and adjusting filters to exactly match your unique business needs

Data Visualization

- Use natural language querying to filter data sets and curate critical insights
- Customize your data visualizations per your requirements, picking from dozens of chart types to create a dashboard or report that tells your data story

Data Exploration

- Freely search across all omnichannel, point-of-sale, and order management data
- Investigate insights by clicking data points or widgets to show the raw data that makes up each each number
- Drill down into any anomalous data point to see the exact details of how the metric was created and to understand the “why” behind the insight
- Export data behind individual charts to compare with third-party data sets

Organizational Sharing

- Modify permissions and roles at any time to limit or extend who can view (or even customize) reports and dashboards
- Schedule reports or dashboards to be sent to a distribution list, individual user, or even franchised stores to keep stakeholders informed