



A Day in the Life

with Zebra Prescriptive Analytics

How actionable insights from prescriptive analytics empower employees at the edge

Planning & Allocation

Benefits:

- Increase sales, and reduce costs through improved plan execution, forecast accuracy, and allocation
- Better communication with store ops

Opportunity: High-selling products are out of stock, therefore missing sales

Action: Allocators fix allocation parameters

Results: 2.5% sales lift

Marketing

Benefits:

- Increase traffic, loyalty, and basket size
- Increase ROI with better-targeted campaigns

Opportunity: Loyal customers stop shopping retailer

Action: Marketing team sends them targeted offers

Results: 1.7% annual sales lift

IT

Benefits:

- Quick implementation, single tenant deployment, secure environment
- Minimal IT requirements, validation of systems

Opportunity: POS accepting expired coupon codes

Action: IT checks POS for errors

Results: Coupon codes invalidated, \$150,000 per month saved

Supply Chain

Benefits:

- Reduce labor costs, increase DC efficiency, improve on-time shipment complete
- Improve productivity and inventory turns

Opportunity: Increase in cartons marked "missing"

Action: Receiving managers verify/check scanning compliance at store level

Results: Training gap resolved, scanning accuracy increased to 95%

Merchandising

Benefits:

- Increase vendor and quality compliance
- Better productivity and negotiating power

Opportunity: Increased damage rates for a product

Action: Merchandisers contact vendor for explanation and credit

Results: Vendor using subpar packaging, credits \$250,000

Asset Protection

Benefits:

- Minimize total retail loss by reducing internal, external, and ORC fraud
- Faster case identification and resolution

Opportunity: Cashier refunding coupons without receipt

Action: AP checks CCTV and interviews cashier

Results: Cashier confesses to theft, restitution paid

Store Operations & Finance

Benefits:

- Increase sales, margins, on-shelf availability, and conversion rates
- Ensure associate and vendor compliance

Opportunity: Low product movement to benchmark

Action: Manager checks planogram, shelf

Results: Product on wrong shelf, sales restored