







# With Our Suite of Analytics Consulting Services

Our short-term engagement services leverage our team of experts to deliver customized AI-native analysis and provide precise, actionable insights tailored to your specific needs.

 Pricing & Promotions	 Supply Chain & Inventory	 Customer & Marketing	 Merchandising Services	 E-Commerce Analytics	 Store Operations
<ul style="list-style-type: none"> <li>Cannibalization Studies</li> <li>Coupon Effectiveness</li> <li>Dynamic Pricing Optimization</li> <li>Markdown Optimization</li> <li>Promo Effectiveness Analysis</li> <li>Price Elasticity Analysis</li> <li>Tariff Mitigation Services</li> <li>Trade Spend Optimization</li> </ul>	<ul style="list-style-type: none"> <li>Clearance Recommendations</li> <li>Demand Forecasting</li> <li>Historical Allocation Effectiveness</li> <li>Inventory Rationalization</li> <li>Service Level and Lead Time Analytics</li> <li>Safety Stock Optimization</li> </ul>	<ul style="list-style-type: none"> <li>Customer Segmentation</li> <li>Customer Journey Mapping</li> <li>Churn Prediction and Retention</li> <li>Customer Lifetime Value (CLV)</li> <li>Campaign Effectiveness Analysis</li> <li>Marketing Mix Modeling</li> <li>Sentiment Analysis</li> </ul>	<ul style="list-style-type: none"> <li>KVC/KVI Analysis</li> <li>Macro and Micro Space Planning</li> <li>Return Analysis</li> <li>Store Clustering and Segmentation</li> <li>SKU Rationalization</li> <li>Size Curve Optimization</li> </ul>	<ul style="list-style-type: none"> <li>A/B Testing and Experimentation</li> <li>Clickstream Analytics</li> <li>Customer Journey Analytics for Digital</li> <li>Product Recommendation Engine</li> </ul>	<ul style="list-style-type: none"> <li>Labor Planning and Optimization</li> <li>New Site Selection</li> <li>Queue Management Analytics</li> <li>Store Traffic Analysis</li> </ul>

## Data Science Consulting

Our Data Science Consulting Services leverage advanced analytics and AI to solve complex business challenges.

## Driving Impactful Results

<b>\$50M</b>	<b>\$19M</b>	<b>200-800 BPS</b>	<b>15-30%</b>
Bottom-Line Gain from Promo Effectiveness	Value Created Through Price Optimization	Incremental ROI on Marketing Spend	Reduction in Marketing Spend via Targeted Segmentation

# Why We Excel in Comprehensive Retail Analytics Services



## AI-Driven Solutions for Every Challenge

Our AI-native engine delivers faster, smarter, and more precise analytics, fueling your business decisions.



## Accelerators for Rapid Problem Solving

Our proprietary accelerators, backed by deep industry knowledge, swiftly solve challenges and shorten time-to-value.



## Expert Consulting for Sustainable Growth

With 250+ expert consultants, we blend feasibility insights with diverse expertise for scalable, sustainable growth.



## Efficient, Client-Centric Teams

Our skilled teams maintain a "client-first" approach, ensuring cost-effective, flexible, and high-quality delivery.

## Why Partner with Impact Analytics

Our unique combination of AI-native solutions, expert consultants, and highly skilled team ensures that we deliver unparalleled value and results.



## Tailored Expertise

Our experts provide tailored services, ensuring your business goals are met precisely.



## Client-Centric Approach

We speak your language—Retail—through expert, industry-driven consulting.



## Optimized Solutions

We integrate services seamlessly, leveraging your infrastructure and our cloud.



## Long-Term Growth

We ensure quick wins and sustainable, long-term value for your business.

## Clients Who Trust Us



## About Impact Analytics

Impact Analytics delivers AI-native SaaS solutions and consulting services that help companies maximize profitability and customer satisfaction through deeper data insights and predictive analytics leveraging Agentic AI. Our end-to-end platform for planning, forecasting, merchandising, pricing, and promotions powers smarter, real-time decisions across retail, grocery, QSRs, CPG and manufacturing. Impact Analytics empowers companies to make smarter decisions based on real-time insights, rather than relying on last year's inputs to forecast and plan this year's business.

Proud to be recognized by:

