Automating KVC/KVI Classification
60 Days to Value

The Challenge: Navigating KVCs/KVIs Effectively

Many retailers struggle to define Key Value Categories (KVCs) and Items (KVIs), resulting in misaligned strategies.

Fragmented metrics like revenue and margin prevent effective prioritization.

Inefficient segmentation leads to sub-optimal pricing, promotions, and engagement.

A lack of goal-based frameworks limits revenue growth and customer retention.

Transform KVC/KVI Challenges into Actionable Insights

Key Metrics Computation
Calculate sales contribution, penetration, margin, & competition.

Identification & Prioritization
Define product scores using business metrics.

KEY OFFERINGS

Benchmarking & Segmentation
Categorize KVIs into hero products, enhancers, and traffic drivers.

Goal-Based Recommendations
Align KVIs to strategic business objectives.

Achieve Measurable Results in 60 Days

10-15	2-3%	Reduced
days to actionable recommendations	increase in key metrics (traffic, basket penetration, etc.)	stockouts and inventory pile-ups

Timeline: From Data to Value in 60 Days

Weeks 1–3

Data Ingestion & Assessment

Define objectives, gather and clean data, and build preliminary KVC/KVI segmentation.

Weeks 4–5

KVC/KVI Recommendations

Build segmentation models, refine KVC/KVI segmentation and tag potential KVC/KVIs into segments including margin enhancers and basket builders.

Weeks 6–8

Seasonal Forecasting & Playbook Delivery

Provide insights, offer goal-oriented recommendations, calculate business metrics, and deliver an implementation roadmap.

Clients Who Trust Us

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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.

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