Offline Intelligence

Case Study
A leading Home & Decor retailer in the Middle East wanted to track and compare competitor catalogs for both Online and Physical Stores.
The Online bit was Easier with Incompetitor®.

The Physical Catalog? Not so much.
Capturing and analyzing data in a physical store is daunting. Especially in your competition’s store.
How can you
Add new data,

Normalize it across brands and channels,

Run analytics on it,

And create ready reports for comparison?
While saving
Manhours,

Data,

Time,

And Money?
Our 3-Fold Solution:
A Data Capturing App

Input™

Create trips to a competitor store.

Add the details of the product to be tracked on the app.
Scan **barcodes**

Click **pictures**

Record **voice notes**

Assign **categories and attributes**
1. A Data Capturing App
2. A Review Portal
3. downloadable analysis reports
A Review Portal

Revisit and edit the product details captured on the app on a backend web portal in a structured format.
Assign attributes and SKU IDs to the products.

Add products before launching them & see how they compare to existing ones.

Translate recorded inputs with speech-text conversion.

Validate data accuracy.
1. A Data Capturing App
2. A Review Portal
3. Downloadable Analysis Reports
Downloadable Analysis Reports
Assortment Gaps
Compare any assortment of the competition and get notified for the products missing from your catalog.

Assortment Differentiators
View products unique to your catalog and leverage them to improve sales.

Assortment Comparison
View similar and exact matches of products in your competitor’s catalog.

Attribute Comparison
View similar products based on attributes for more detailed analysis.
Identified **significant gaps** in their assortment following trips conducted to competitor stores.

**Impact**

Increased assortment by 1.5X in 2-seater fabric sofa.
Restructured and reduced assortment coverage across a category.

Identified maximum unique and repetitive products under towels category vis-à-vis competition.
Improved margins for a major category while still offering the most competitive prices.

Increased average price by 2.5%

across dining table category that was priced significantly lower compared to similar products at competitor stores.
Our offline app helped our client get a holistic view of what competitors stock online and in stores and compare it.
Input™

by

Intelligence Node
Taking Offline Intelligence Online.