

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

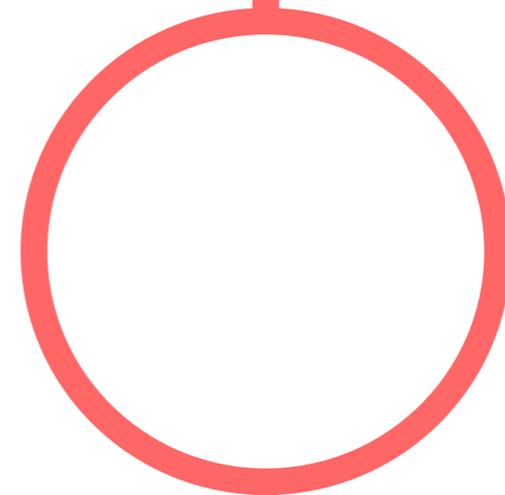


Add new data,

**Normalize it across
brands and channels,**

Run analytics on it,

**And create ready
reports for
comparison?**



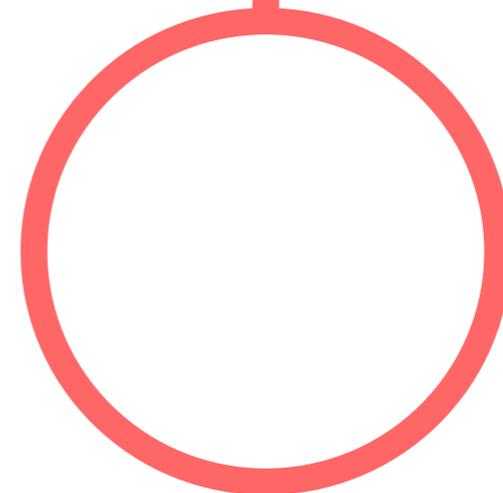
While saving

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**



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.



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.

Impact

Identified **significant gaps** in their assortment following trips conducted to competitor stores.

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%**

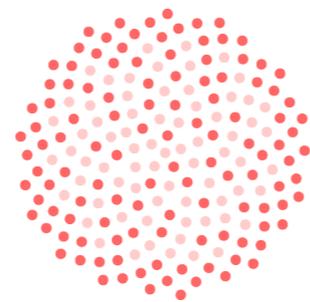
across dining table category that was
priced significantly lower
compared to similar products at competitor stores.

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.**