

INTRODUCING ART, THE SCIENCE OF RETAIL ASSORTMENT RATIONALIZATION TOOL

The Assortment Rationalization Tool (ART) is a merchandising tool, driven by Member-supplied point-of-sale (POS) data. ART provides Members with insights to increase revenue and profit.

WHAT IT SHOWS



1 The brand, model, avg. retail price, avg. cost, avg. margin, unit sales rank and productivity rank of NMG's top 50 SKUs per sub-category.

2 The balance of share, or % of unit sales sold, in both the industry and NMG POS price bands. Each sub-category is broken into 10-20 price bands.

3 Same information as in #1, displaying the top four most productive SKUs by price band.

4 Your top selling SKUs to compare retail price, cost and margin to the total NMG data.

MERCHANDISING DECISIONS ART CAN GUIDE

- Does your line-up cover the price bands with the largest share?
- What are the best replacement options for an unproductive or low-margin SKU?
- Which new brands will offer me the best productivity and profit?
- How does my line-up compare to NMG's most productive models in total?
- How do my SKU's ASPs / cost / margins compare to the total NMG average?

HOW TO OBTAIN YOUR REPORT

To receive ART reports, simply ask your Nationwide MSM about signing up for the Retail Sales Analytics (RSA) program. RSA and ART are included with your membership in Nationwide Marketing Group.



ADDITIONAL RESOURCES

BLOG POST: GET TO KNOW ART: NATIONWIDE'S NEW ASSORTMENT RATIONALIZATION TOOL

<https://www.nationwidegroup.org/get-to-know-art-nationwides-new-assortment-rationalization-tool/>

NMG PODCAST: UNDERSTANDING ART, NATIONWIDE'S NEW ASSORTMENT RATIONALIZATION TOOL

<https://www.youtube.com/watch?v=ECveNG759yU>

RSA/ART INFO VIDEO: RETAIL SALES ANALYTICS OVERVIEW

https://www.youtube.com/watch?v=0IHlvT_6Bas

NMG PODCAST: A DEEP DIVE INTO THE EVOLVING ROLE OF POINT OF SALE SYSTEMS IN RETAIL

<https://www.youtube.com/watch?v=FZx9QYMVHZI>

HAVE QUESTIONS OR NEED HELP? CONTACT YOUR NATIONWIDE MARKETING GROUP MEMBER SUPPORT MANAGER.