WEBINAR

How to be a data-driven fashion brand in 2020

→ Lindsay Brush and Laura Brooks
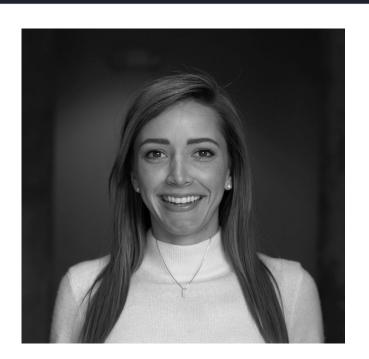
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INTRODUCTION

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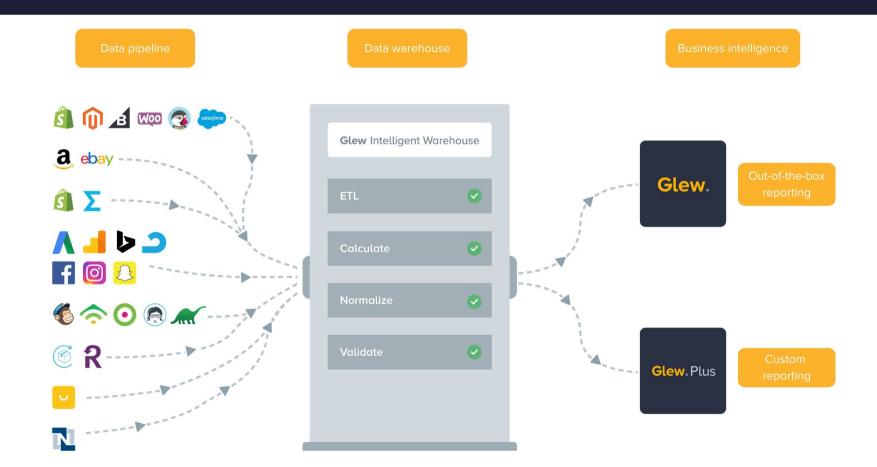
WHAT WE'LL COVER

- **CHALLENGES:** Reporting and analytics challenges for fashion and apparel brands - what common pain points do we see?
- **DATA SOURCES:** Key data sources for fashion brands and how to connect, analyze and visualize them in one place
- **STANDARD KPIs:** The most important KPIs and dashboards for fashion brands in Glew.io
- **CUSTOM REPORTS:** Powerful custom reports for fashion brands who want to take their analysis to the next level

UNIQUE CHALLENGES

- Aligning metrics for multiple sales channels
- Multiple departments using different tools and platforms
- Cohort analysis

- Product analysis
- Refunds, returns and discounts
- Demand planning and inventory management

CONNECT, ANALYZE AND VISUALIZE

Data pipeline

Data warehouse

Business intelligence

Glew Intelligent Warehouse

ETL ✓

Calculate ✓

Normalize ✓

Validate ✓

Out-of-the-box reporting

Custom reporting

STANDARD KPIs

Highlights	Performance	Customers	Products	Inventory
Revenue Profit Orders Refunds Products sold AOV	Channel and campaign metrics Net profit, LTV and ROAS by channel Order source by channel	Lifetime value New vs. repeat customers Performance by segment	Performance by product segment or collection Vendor and channel breakdown Refund rates, margins and LTV	Sell-through rate Inventory velocity Depletion days/out of stock date Holding cost and retail value

CUSTOM REPORTS

- **WHEN TO USE THEM:**
  - Custom data sources
  - Reporting across physical locations, online and offline channels, multiple brands or domains
  - More granular or complex reporting needs

- **EXAMPLES:**
  - Reverse margin report
  - Product turnover report
  - Product performance drill-down
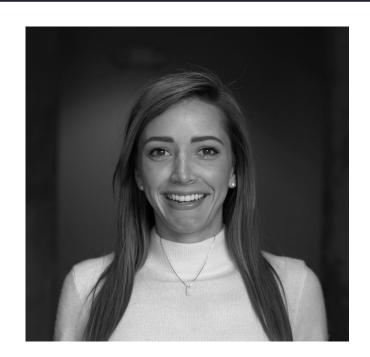 - Multiple physical locations

GETTING STARTED

- Data-driven mentality starts at the top
- Real-time automation reporting (i.e. inventory depletion, OTB)
- Data unification is key
- Think long term and set goals based on LTV
- Historical trends and benchmarks (YoY performance)
- Industry standards - How do we stack up?

QUESTIONS?

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