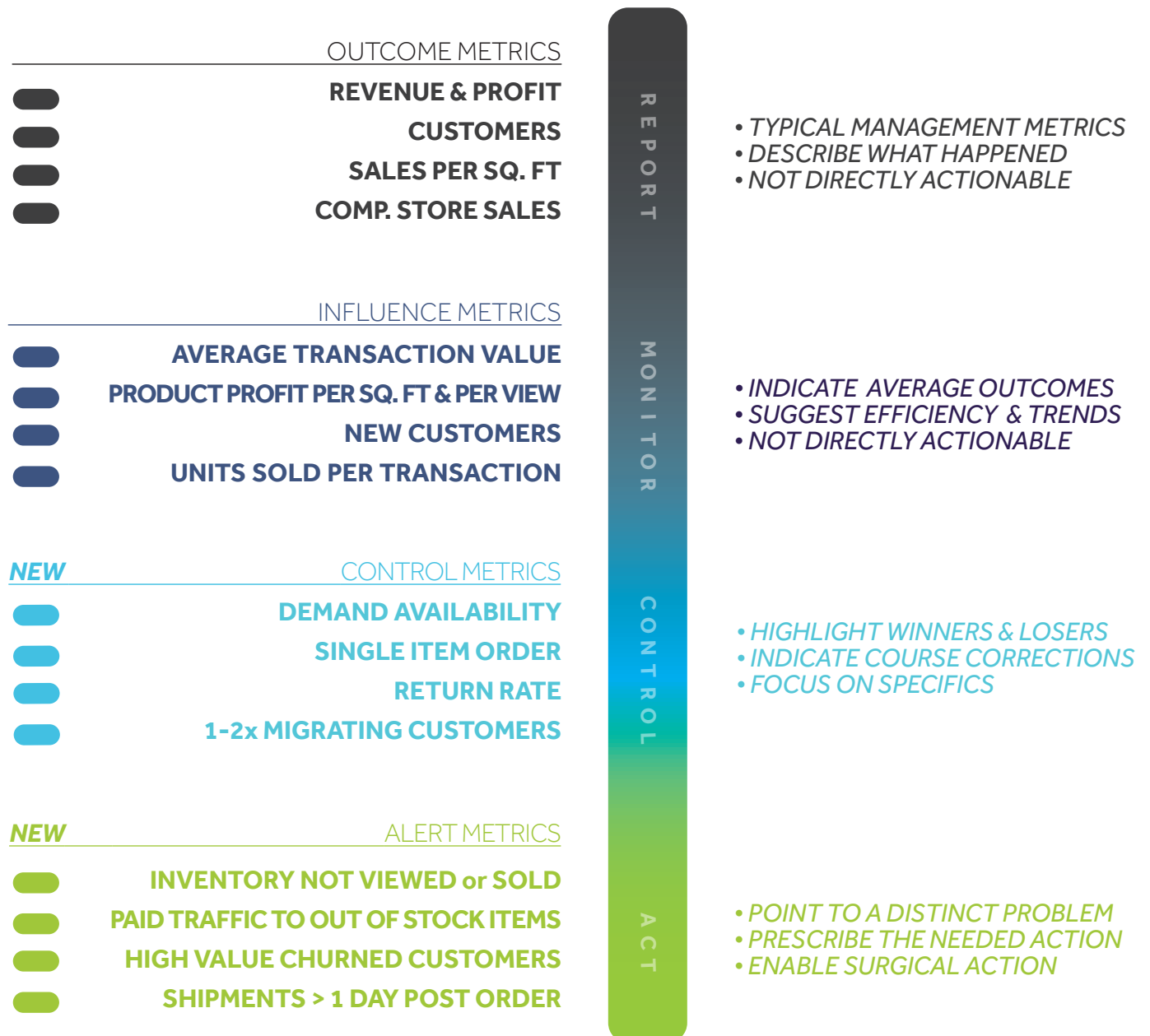


Essential Metrics NextGen Retail



New metrics unveil insight and opportunities otherwise hidden in averages.

Most retail reporting focuses on metrics that describe what's already happened (outcome metrics such as revenue) and others that offer some visibility into the health of the business. (influence metrics such as average transaction value.) To improve outcome metrics, retailers often resort to generalized action such as large sales and sweeping promotions which 1) no longer yield the returns seen in the past and 2) increasingly erode profit. But new metrics empower people to control the business and alert them when action is needed. [See examples of each type of metric in the chart below.](#)



DynamicAction empowers people to make better decisions and take profitable action every day. DynamicAction's AI-powered analytics and proven success program have guided retailers towards a new operating mindset one better decision and precise action at a time.

