

# 16 RETAIL INDUSTRY YEARS BRIEFING BOOK

[www.acceleratedanalytics.com](http://www.acceleratedanalytics.com)



# COVID-19

To our partners and peers... we have been closely monitoring COVID-19 and following the current guidance from the leading government and health authorities to ensure we are taking the right actions to protect our customers, employees, and the communities where we operate. We are making sure all our teams can work from home and maintain contact through virtual tools, ensuring an uninterrupted & quality service. All operations, data processing and support services remain unimpacted. We are aware that some of our partners are also extending work from home policies or altering working hours. Our team is ready and available to provide additional support if necessary, so please do not hesitate to contact us. It goes without saying that in the current context, the health and security of our employees, clients and partners is of paramount importance. As a result, we have suspended all company related travel until further notice. This is an unprecedented time for everyone, and the situation is changing daily. We are committed to maintaining outstanding service and we thank you for your trust. Please do not hesitate to contact us if you have any questions. **Be sure to view our COVID-19 retail updates page here.**



**CHAD  
SYMENS**

Founder, CEO, entrepreneur, inventor, and technology strategist. 16 years ago, Chad launched Accelerated Analytics, focusing on capturing and analyzing the wealth of information and unique story contained within POS data. Through his leadership, the company has become the leading provider of retail point of sale reporting and analysis services. Chad is an accomplished speaker and author, and his work has been featured in numerous retail publications and at multiple retail industry events. He is a graduate of the University of Akron with a B.S. in Business Administration and lives in Bradenton, FL with his wife and three children. When he's not working you can find Chad training for his next marathon, seeking adventure with his family in their RV, or practicing his considerable cooking skills.

# RETAIL POS REPORTING

WHY AREN'T YOU EMPLOYING IT? (CLICK OR TAP)

# MAY 20

**GO  
HERE**

## **FAMILIARITY**

We don't know enough about POS reporting at this time to make a decision.

**GO  
HERE**

## **PAIRING**

We're not sure if POS reporting is a direct match for our operation or business needs.

**GO  
HERE**

## **TIMING**

We have several projects going on at the moment and can't allocate the resources.

**GO  
HERE**

## **FEATURES**

We need specific POS reporting features and we're not certain they're available.

**GO  
HERE**

## **PRICING**

We have a tight budget and locking down a POS reporting tool will be very difficult.

**GO  
HERE**

## **POLITICS**

We have some resistance by one or more decision makers in my organization.

**GO  
HERE**

## **TRUST**

We need to see more examples of POS reporting in action (case studies, etc.).

# TABLE OF CONTENTS

SKIP THE LINE

# MAY 20



**VENDOR INDEX DATA: PAGE 6**



**STOCK INDEXES & RETAILER STOCK PRICES: PAGE 9**



**MACRO ECONOMIC TRENDS: PAGE 19**



**DIY, HOME & HARDWARE: PAGE 35**



**WEATHER OUTLOOK: PAGE 51**



**PUBLISHER'S MANUFACTURERS & RETAILERS: PAGE 62**



**POS REPORTING FOR ACCOUNT EXECUTIVES: PAGE 76**



**POS REPORTING FOR BUSINESS PLANNERS: PAGE 77**



**POS REPORTING FOR FIELD REPS: PAGE 78**



**POS REPORTING FOR IT MANAGERS: PAGE 79**



[illegible]

SEE OUR DATA IN ACTION

SEE OUR DATA IN ACTION

# ACCELERATED ANALYTICS VENDOR INDEX DATA

All Retail Categories, Walmart & Department Stores

# AA VENDOR INDEX DATA

## ALL CATEGORIES (% CHANGE IN SALES TY VS LY)

# MAY 20

Shown: All categories (% Change in Sales TY vs LY).

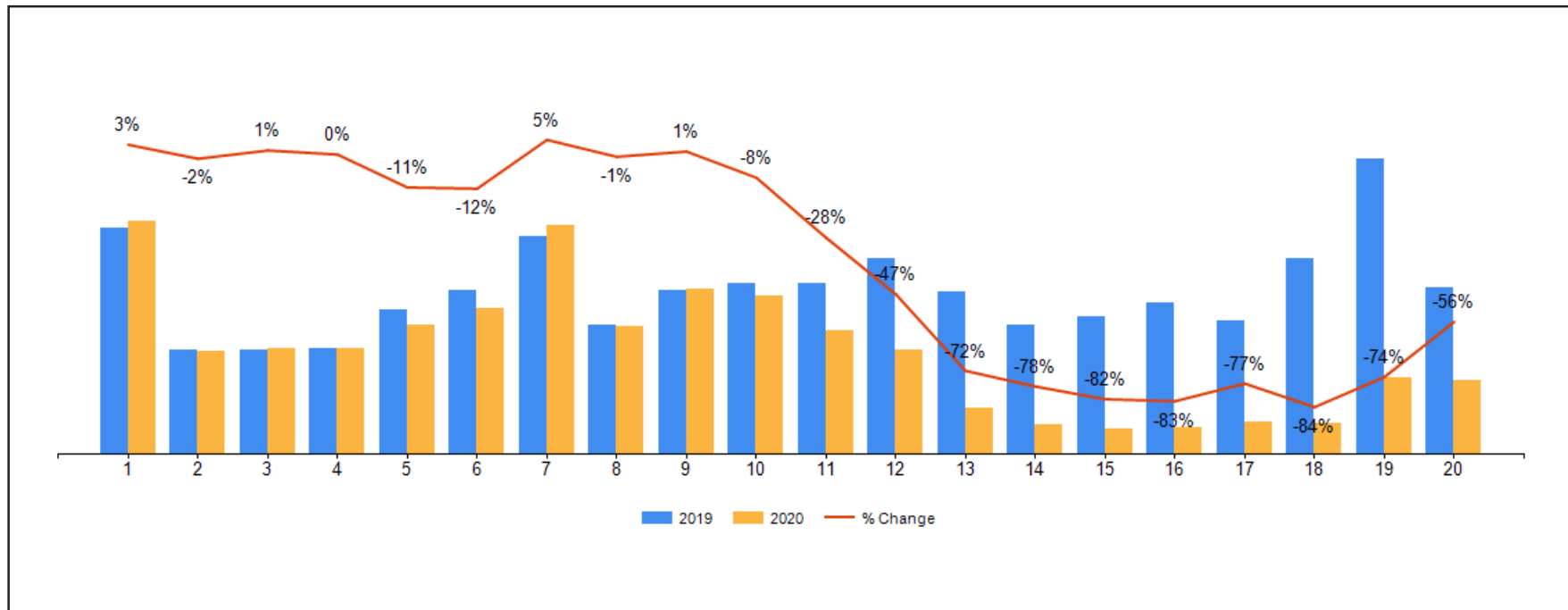


# AA VENDOR INDEX DATA

## DEPT STORE (% CHANGE IN SALES TY VS LY)

# MAY 20

Shown: Dept store: Belk, Bloomingdales, Dillard's, Kohl's, Lord & Taylor, Macy's, Nordstrom, Von Maur (% Change in Sales TY vs LY).



# STOCK INDEXES & RETAILER STOCK PRICES

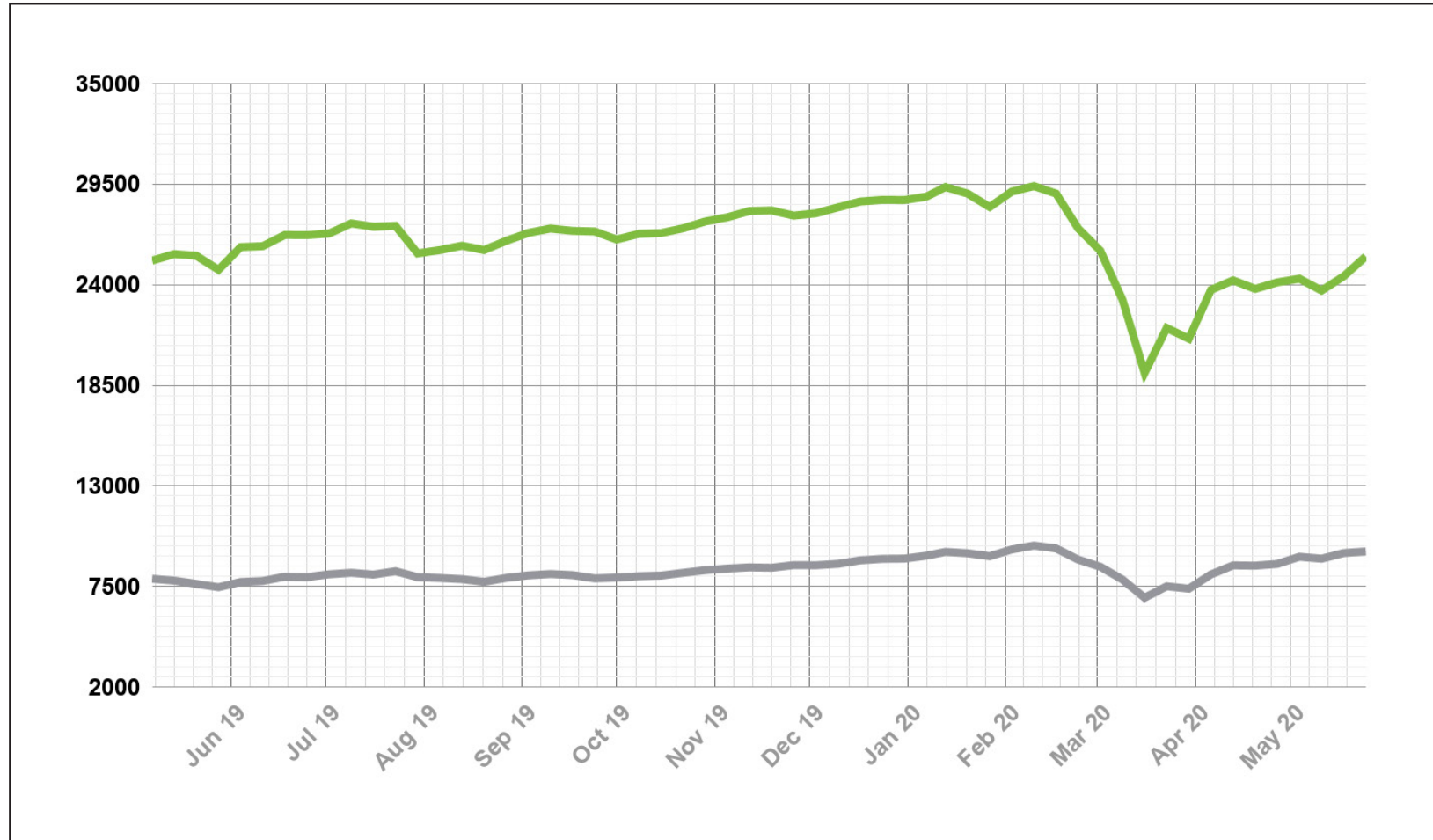
DOWJ, NASDAQ & 10-Year Note as well as stock prices  
for retailers across categories

# STOCK INDEXES & RSP

## DOW & NASDAQ CLOSING PRICE BY WEEK

# MAY 20

Close price adjusted for dividends and splits (DOWJ / NASDAQ).



# STOCK INDEXES & RSP

## 10 YEAR NOTE CLOSING PRICE BY WEEK

# MAY 20

Close price adjusted for dividends and splits.

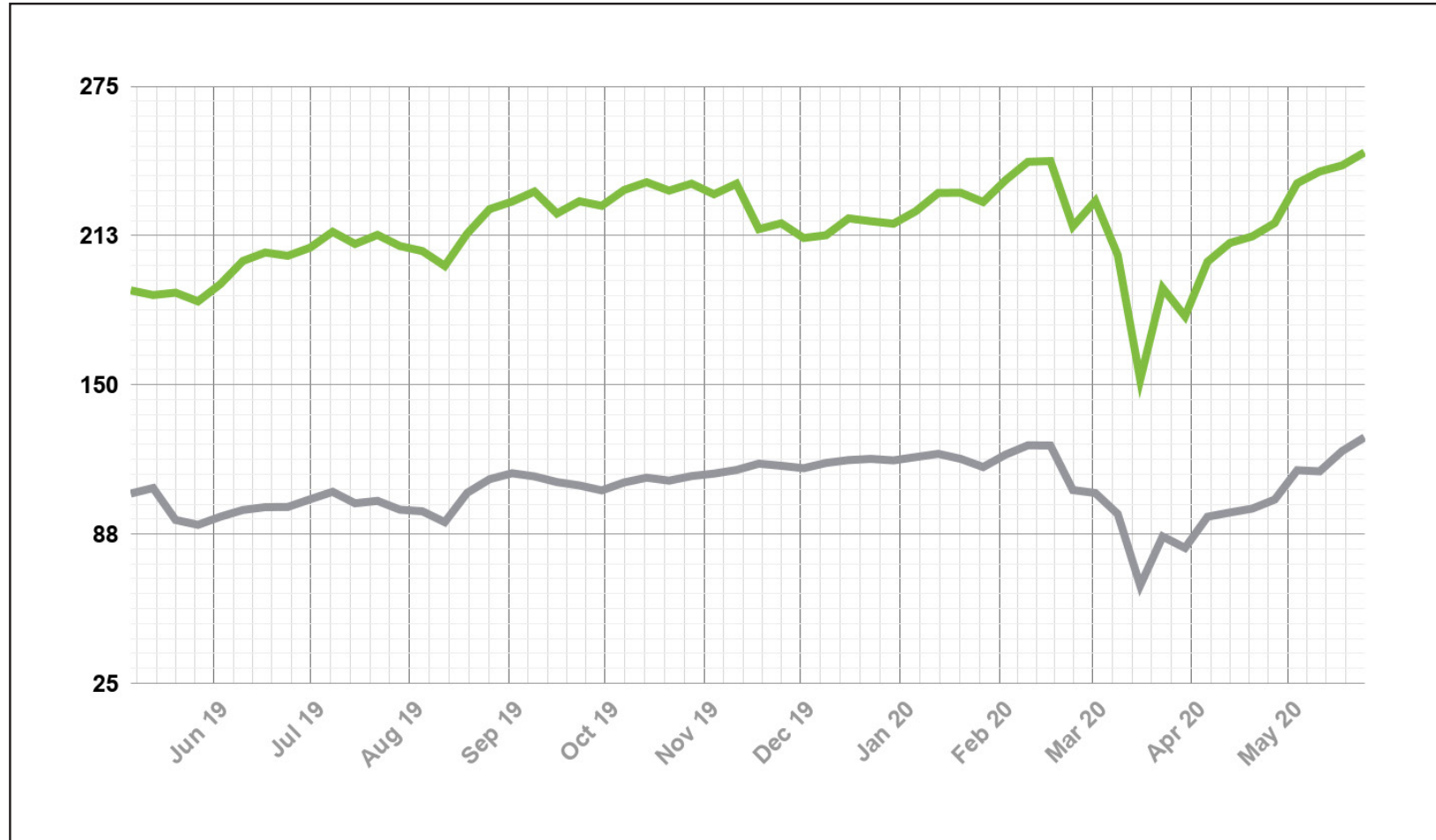


# STOCK INDEXES & RSP

## DIY STORES CLOSING STOCK PRICE BY WEEK

# MAY 20

Close price adjusted for dividends and splits ([The Home Depot](#) / [Lowe's](#)).





**T3 Micro:** The corporate culture at T3 Micro is very collaborative and numbers-focused. Prior to working with Accelerated Analytics, their POS data collection, reporting and analysis process was challenging. Comparing product sales year-over-year was a daunting task and visibility into key metrics like product trends, store-level inventory and geographic market strength was poor, if it even existed at all. The Accelerated Analytics tool met T3 Micro's needs by providing a robust solution that allowed multiple teams at T3 Micro to evaluate key item and retailer metrics quickly, share the data across several teams, and make informed decisions.



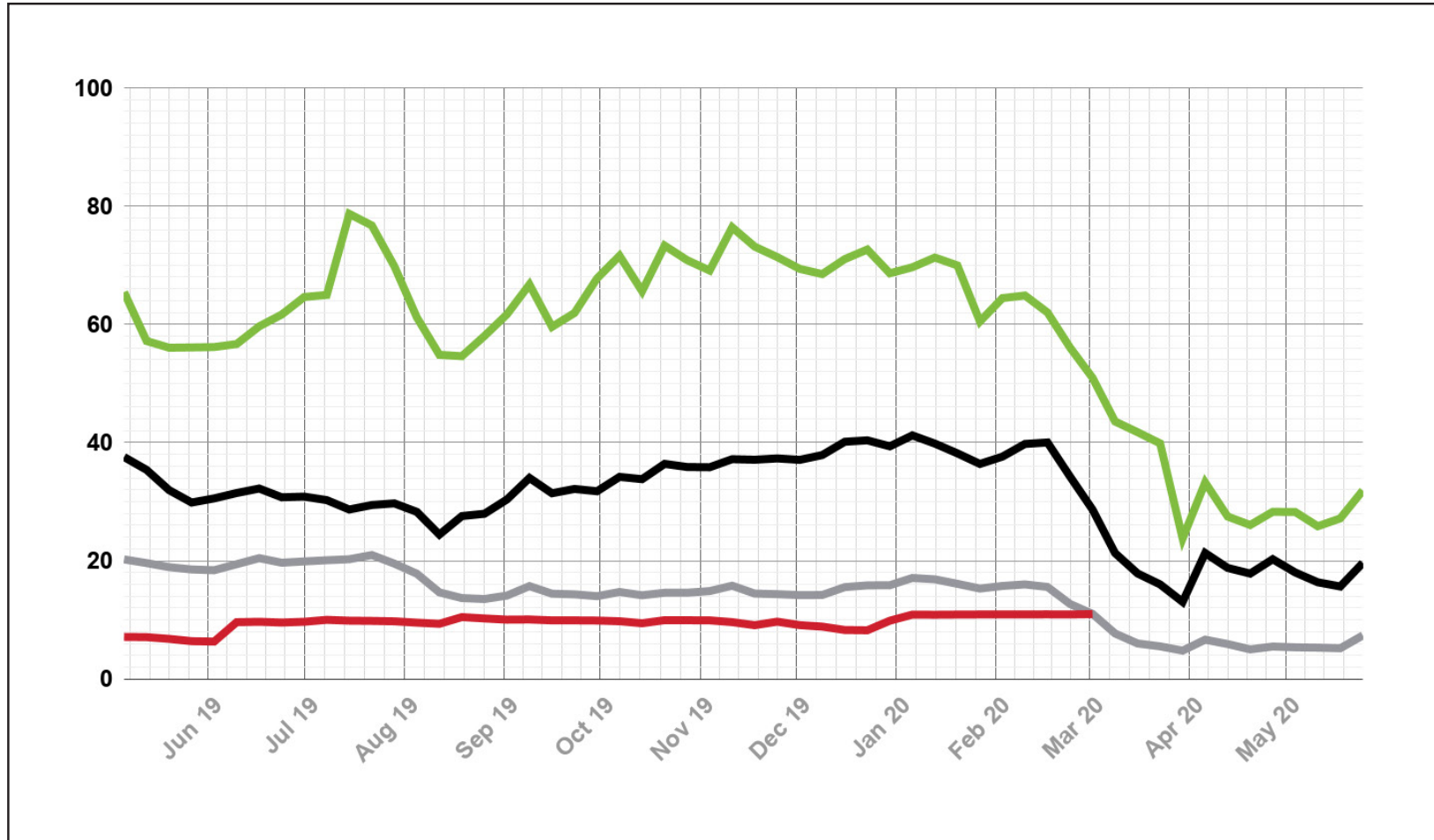
**REQUEST MORE INFO <<<**

# STOCK INDEXES & RSP

## APPAREL STORES CLOSING PRICE BY WEEK

# MAY 20

Close price adjusted for dividends and splits (**Dillard's** / **Macy's** / **Nordstrom** / **Hudson's Bay**) \*Hudson's Bay Company goes private 03/20: more here.

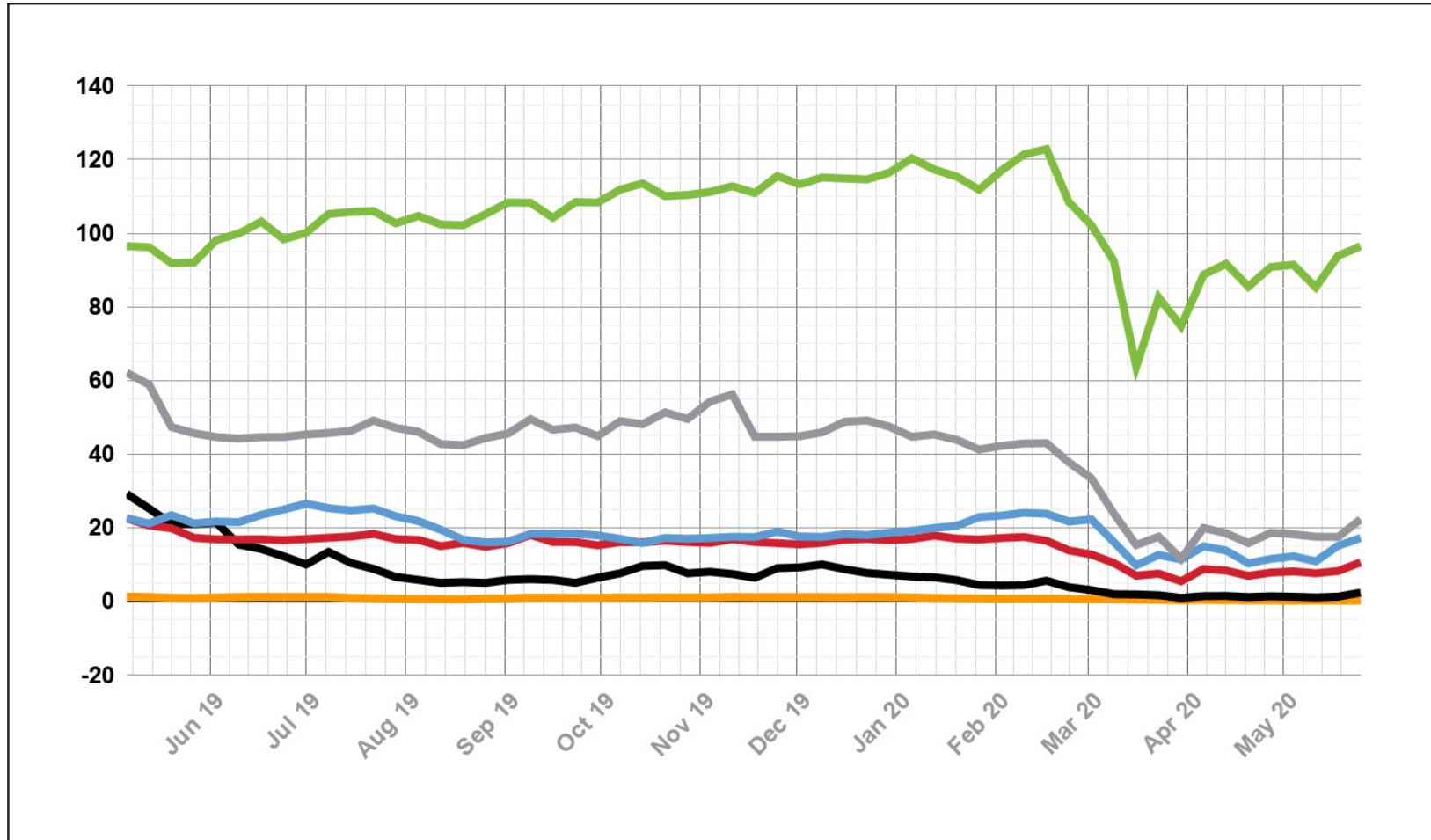


# STOCK INDEXES & RSP

## APPAREL STORES CLOSING PRICE BY WEEK

# MAY 20

Close price adjusted for dividends and splits (**JCPenney** / **Ascena Retail Group** / **The Gap** / **Limited Brands** / **Ross Stores** / **Kohl's**).

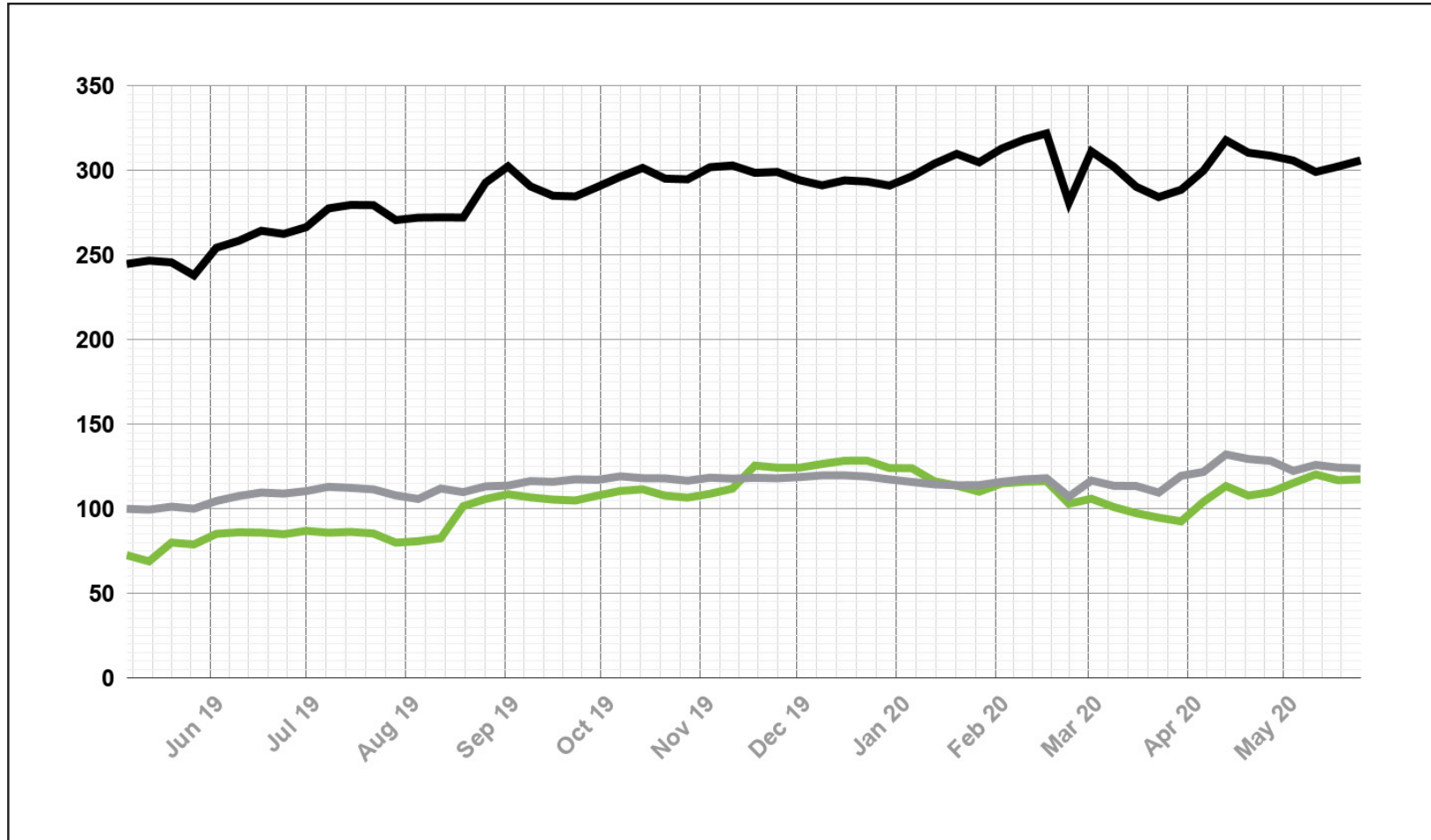


# STOCK INDEXES & RSP

## MASS STORES CLOSING PRICE BY WEEK

# MAY 20

Close price adjusted for dividends and splits (**Target** / **Walmart** / **Costco**).

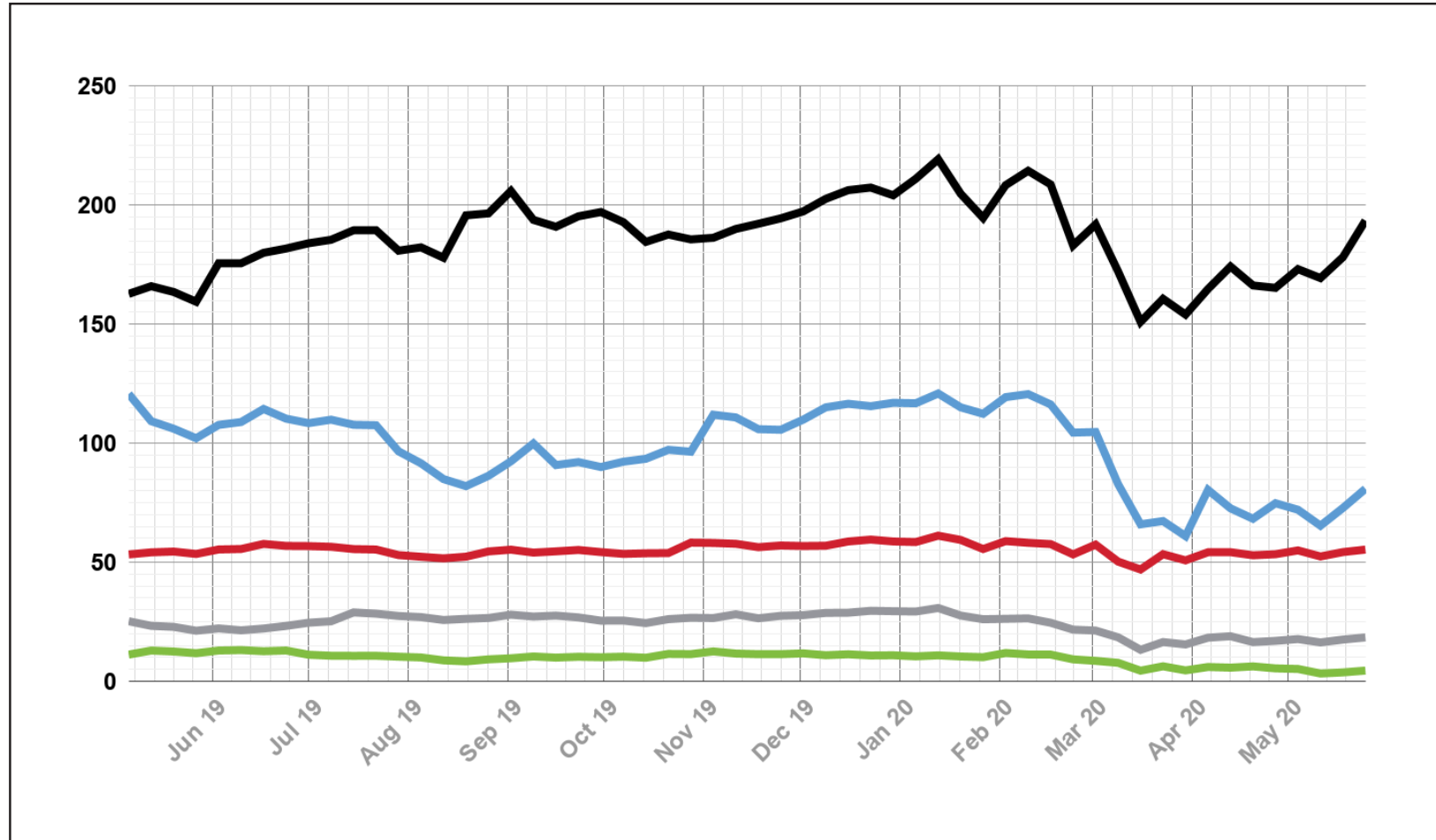


# STOCK INDEXES & RSP

## LUXURY GOODS CLOSING PRICE BY WEEK

# MAY 20

Close price adjusted for dividends and splits (Coty / Estee Lauder / L'Oreal / Polo Ralph Lauren / Burberry).



# FREE EDUCATIONAL RESOURCES?

YEAH, WE'VE GOT YOU COVERED.  
CHECK OUT OUR RESOURCE  
LIBRARY FOR THE LOT...

**GO  
HERE**



# MACRO ECONOMIC TRENDS

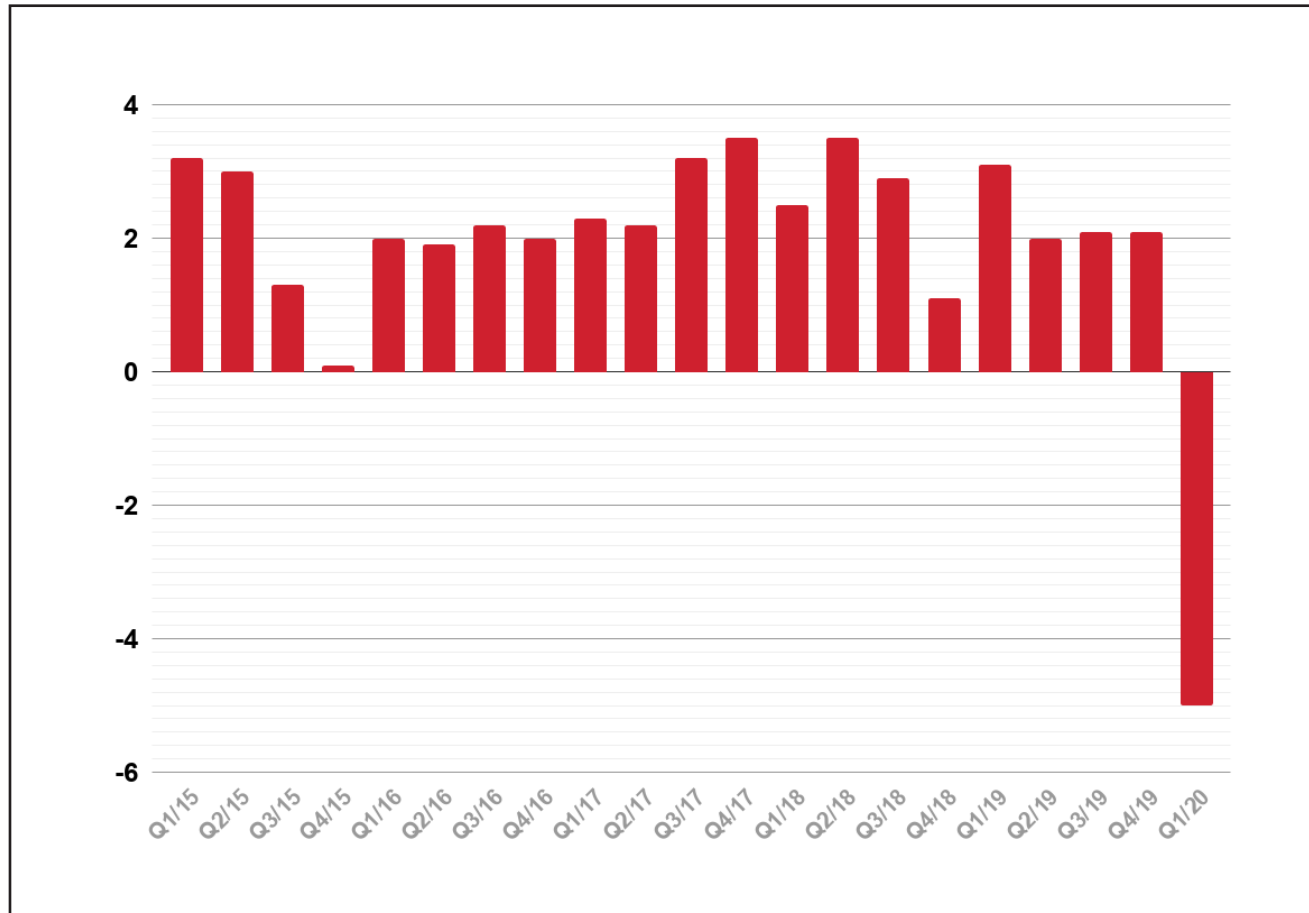
DP, GDP by Industry, Unemployment, Employment Trends Index, Labor Participation, CPI, Optimism Index, Consumer Confidence Index, Present Situation Index, Expectations Index, Leading Index, Coincident Index, Lagging Index

# MACRO ECONOMIC TRENDS

## GROSS DOMESTIC PRODUCT (GDP)

# MAY 20

Source: [www.BEA.gov](http://www.BEA.gov).



Shown: Real GDP / percent change from preceding quarter (seasonally adjusted at annual rates). Real gross domestic product (GDP) decreased 5.0 percent in the first quarter of 2020, according to the "second" estimate released by the Bureau of Economic Analysis. The change was 0.2 percentage point lower than the "advance" estimate released in April. In the fourth quarter of 2019, real GDP increased 2.1 percent.



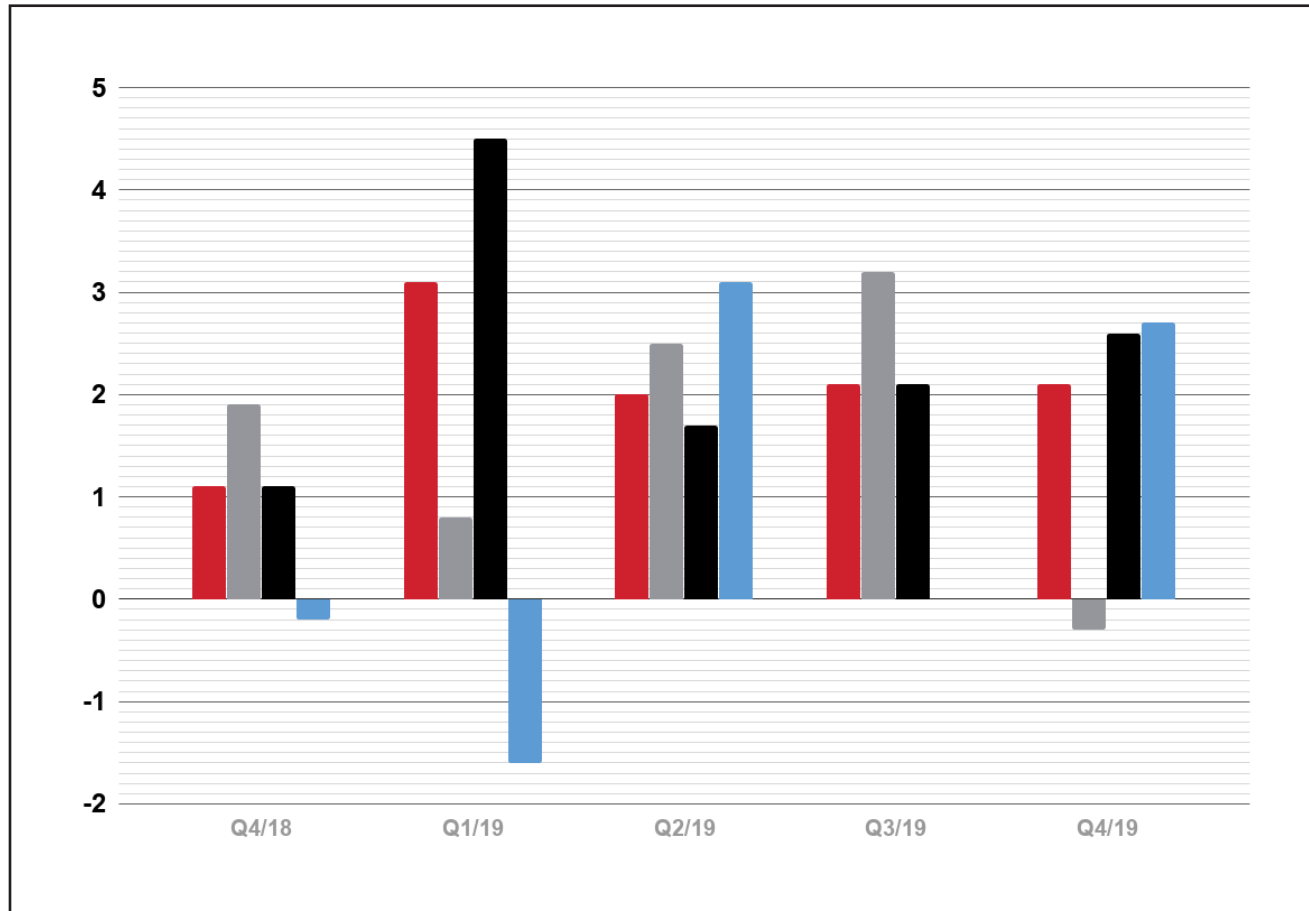


# MACRO ECONOMIC TRENDS

## GROSS DOMESTIC PRODUCT (GDP) BY INDUSTRY

# MAY 20

Source: www.BEA.gov (**GDP** / Private Goods / Private Services / **Government**).



Shown: Real GDP & real value added by sector (seasonally adjusted at annual rates). Retail trade, finance and insurance, and utilities were the leading contributors to the increase in U.S. economic growth in the fourth quarter of 2019. Overall, 17 of 22 industry groups contributed to the 2.1 percent increase in real GDP in the fourth quarter.

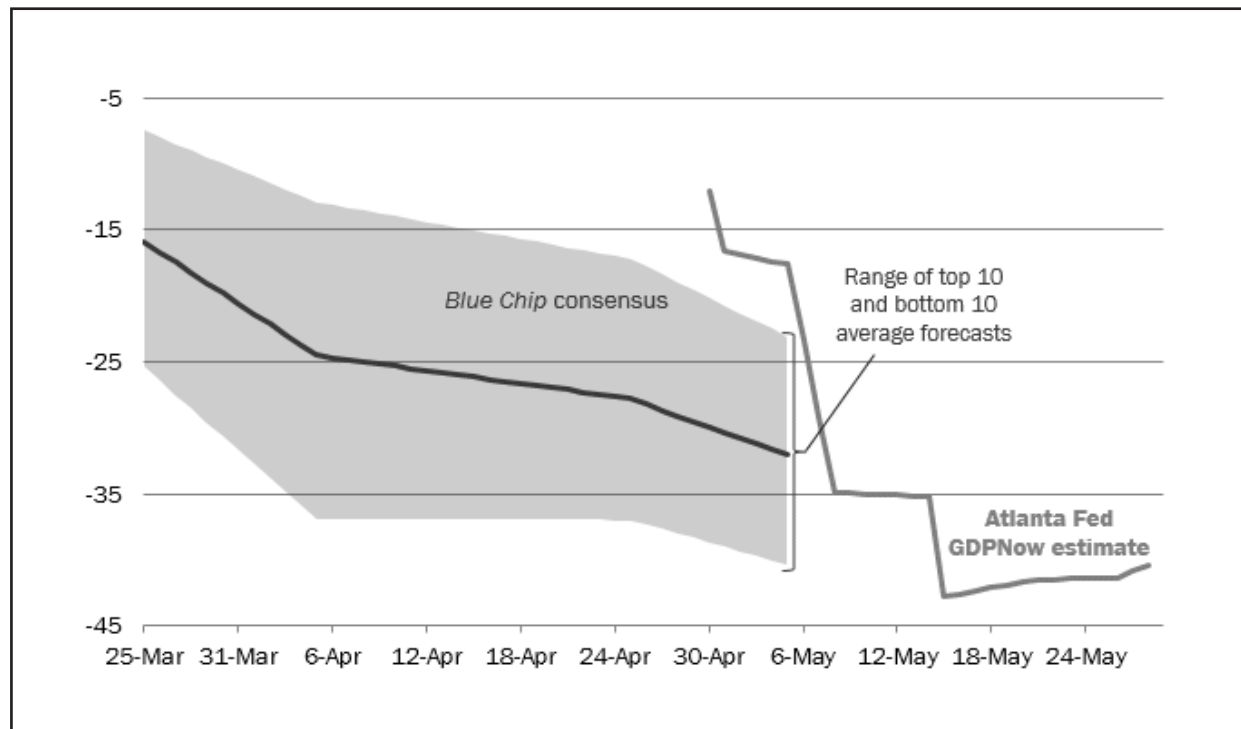


# MACRO ECONOMIC TRENDS

## RESERVE BANK OF ATLANTA'S GDPNOW MODEL

# MAY 20

Source: [www.FRBAtlanta.org](http://www.FRBAtlanta.org) / Blue Chip Economic indicators and Blue Chip Financial Forecasts.  
Note: The top (bottom) 10 average forecast is an average of the highest (lowest) 10 forecasts in Blue Chip survey.



Shown: Evolution of Atlanta Fed GDPNow real GDP estimate for Q2, 2020 (Quarterly percent change or SAAR). The GDPNow model estimate for real GDP growth (seasonally adjusted annual rate) in the second quarter of 2020 is -51.2 percent on May 29, down from -40.4 percent on May 28. After this morning's Advance Economic Indicators report from the U.S. Census Bureau and personal income and outlays release from the U.S. Bureau of Economic Analysis, the nowcast of second-quarter real personal consumption expenditures growth decreased from -43.3 percent to -56.5 percent and the nowcast of the contribution of change in real net exports to second-quarter real GDP growth decreased from 2.07 percentage points to 0.73 percentage points.

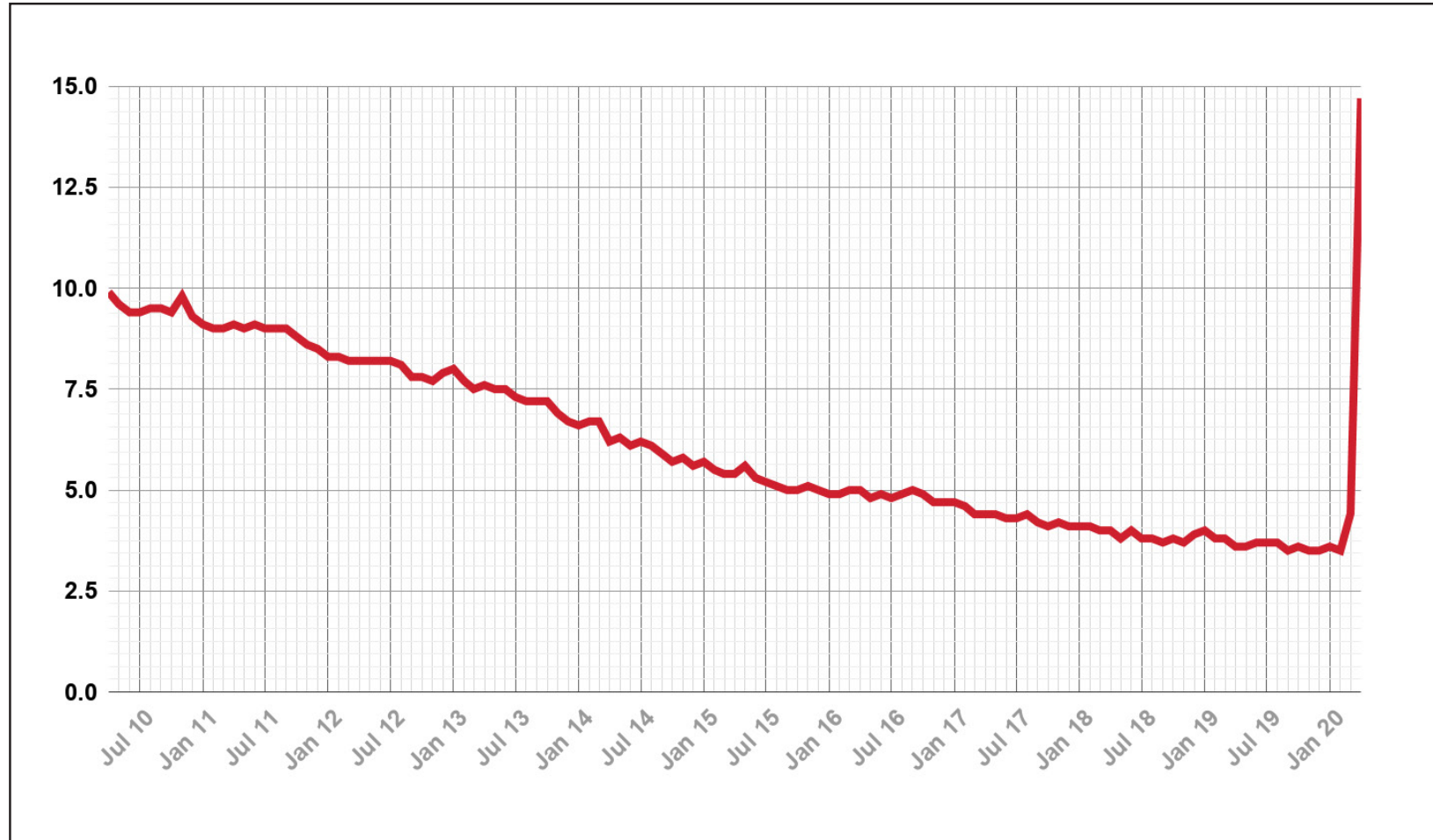


# MACRO ECONOMIC TRENDS

## UNEMPLOYMENT RATE

# MAY 20

Source: [www.BLS.gov](http://www.BLS.gov).

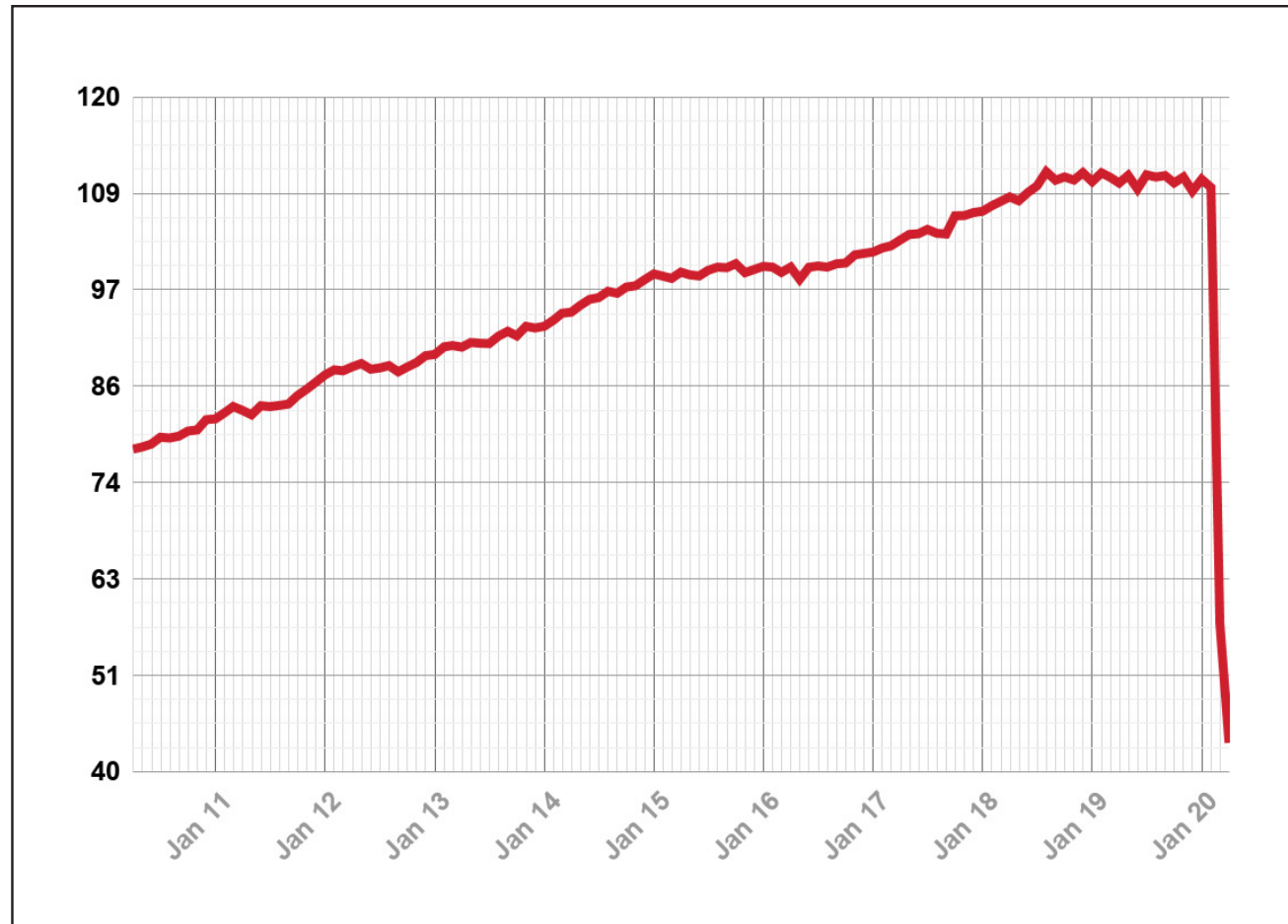


# MACRO ECONOMIC TRENDS

## EMPLOYMENT TRENDS INDEX

# MAY 20

Source: [www.Conference-Board.org](http://www.Conference-Board.org).



The Conference Board Employment Trends Index™ (ETI) declined further in April, following a sharp decline in March. The index now stands at 43.43, down from 57.87 (a downward revision) in March. The index is down 60.2 percent from a year ago.

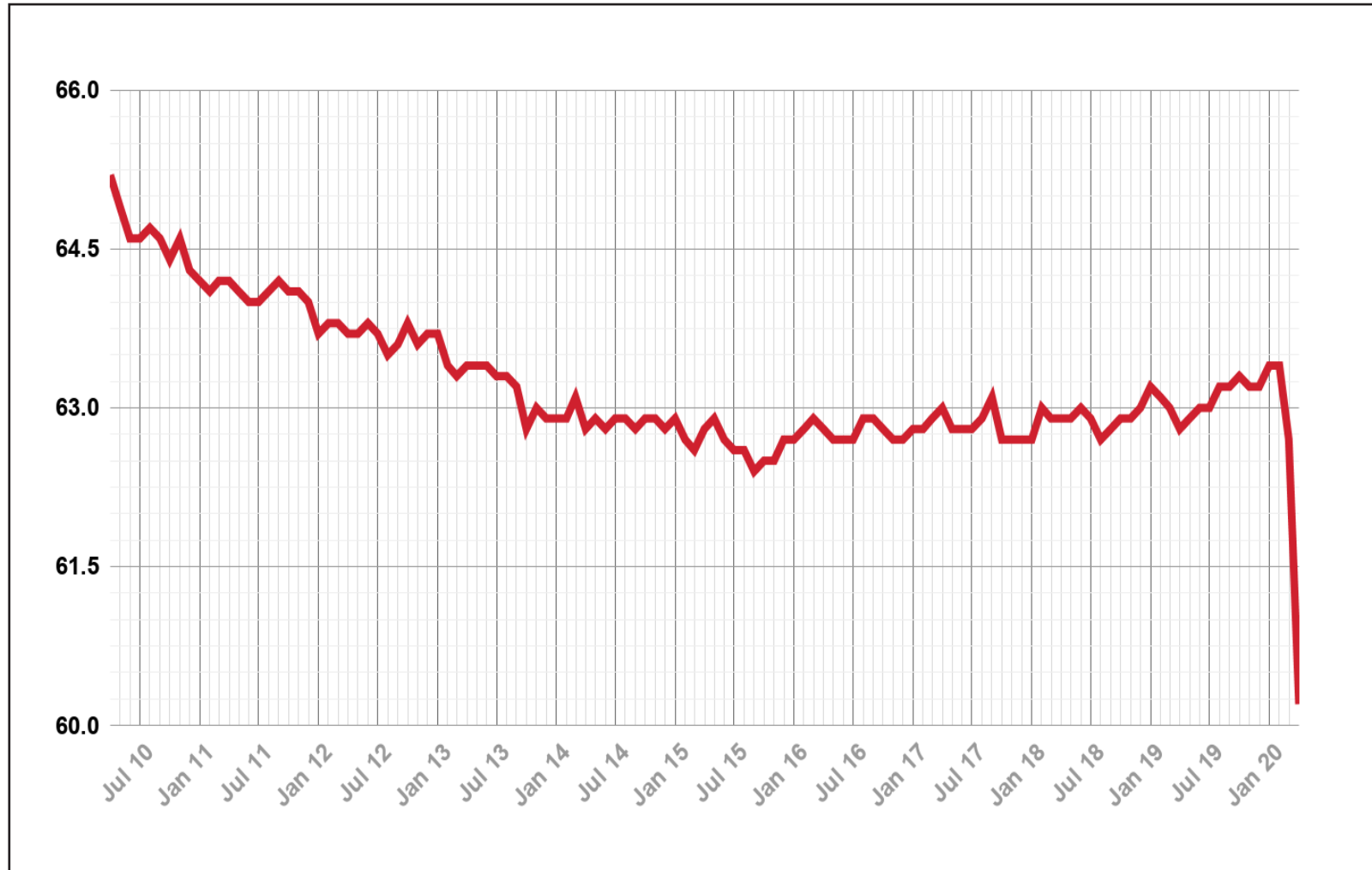


# MACRO ECONOMIC TRENDS

## CIVILIAN LABOR FORCE PARTICIPATION RATE

# MAY 20

Source: [www.BLS.gov](http://www.BLS.gov).



# COVID-19 MAY/20

## SUPPLY CHAIN

America's relationship with the two most populous countries in the world, China and India, is undergoing a stark, rapid and perhaps permanent transformation. In April, a Pew Center survey found that two-thirds of Americans say they have an "unfavorable" view of China; according to Pew it was "the most negative rating for the country since the Center began asking the question in 2005." But if China is falling in attractiveness, what is filling its place? The answer, it seems, is India.

SOURCE: HARVARD BUSINESS REVIEW  
05/25/20

## ECONOMY

Supply chain disruptions are wreaking havoc with everything from supplies of toilet paper to meat. To address this issue in the post-Covid world, businesses are rapidly shifting supply chains from global to local and from efficiently lean to flexibly risk-proof. Last year, priorities were led by profitability, followed by cash and then operational efficiency. In 2020, priorities have shuffled with cash now at the top, followed by operational efficiency and, finally, profitability. Companies are looking at more flexible operations and resilient supply chains, even if means sacrificing some profitability in the short-term. Scott Drozd, CEO of FCP Euro, is expecting possibly "4 to 6 months to a year delay in supply from Europe" so he's buying more from suppliers in the U.S. FCP Euro is a midsize automotive parts retailer which sells 200,000 SKUs online and imports high quality parts from Europe with 4 to 5 containers on the water every day.

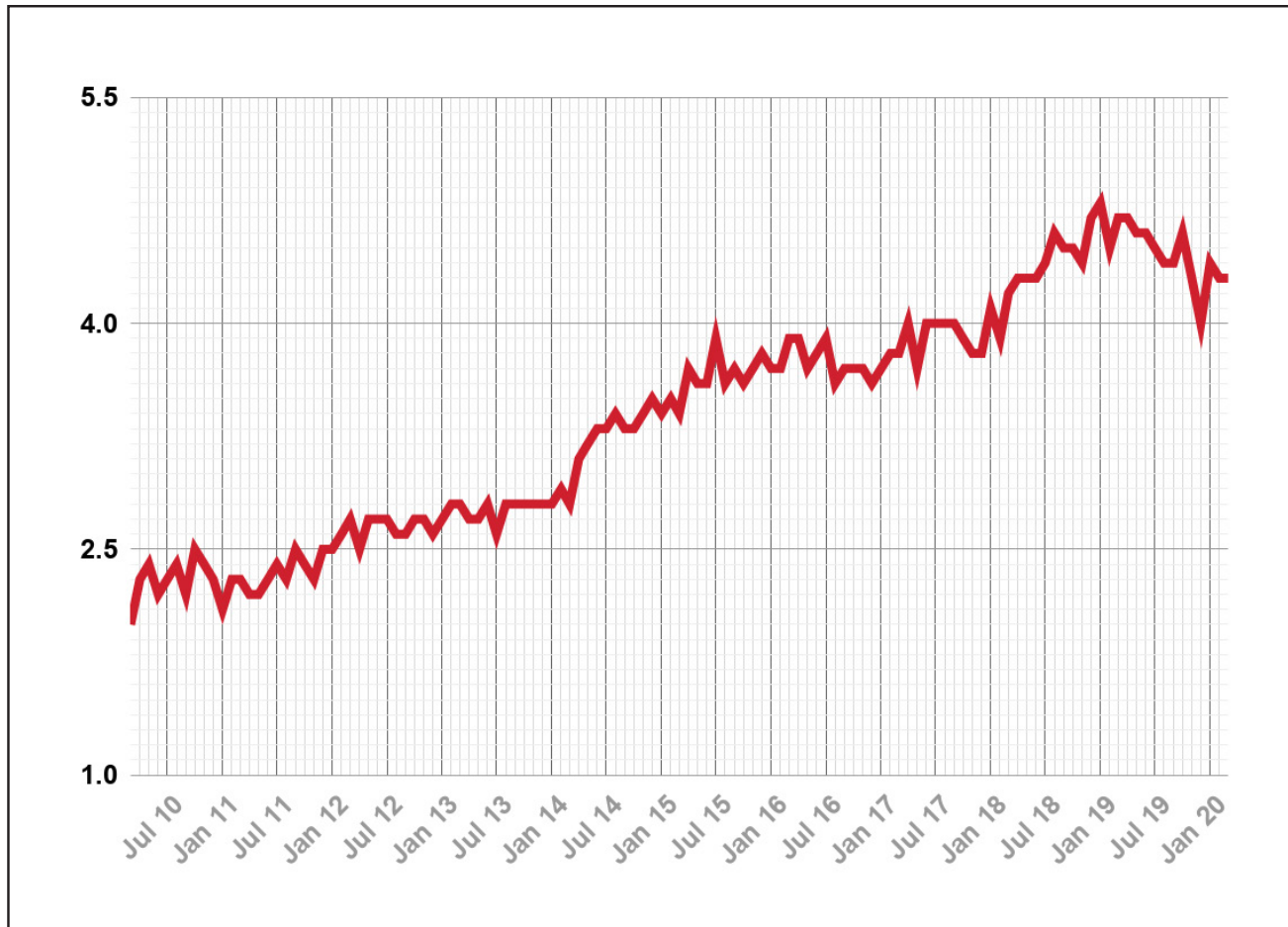
SOURCE: FORBES  
05/12/20

# MACRO ECONOMIC TRENDS

## JOB OPENINGS (JOLTS REPORT)

# MAY 20

Source: [www.BLS.gov](http://www.BLS.gov).



The number of total separations increased by 8.9 million to a series high of 14.5 million in March, the U.S. Bureau of Labor Statistics reported today. Within separations, the quits rate fell to 1.8 percent and the layoffs and discharges rate increased to 7.5 percent. Job openings decreased to 6.2 million on the last business day of March. Over the month, hires declined to 5.2 million. The changes in these measures reflect the effects of the coronavirus (COVID-19) pandemic and efforts to contain it. This release includes estimates of the number and rate of job openings, hires, and separations for the total nonfarm sector, by industry, and by four geographic regions.

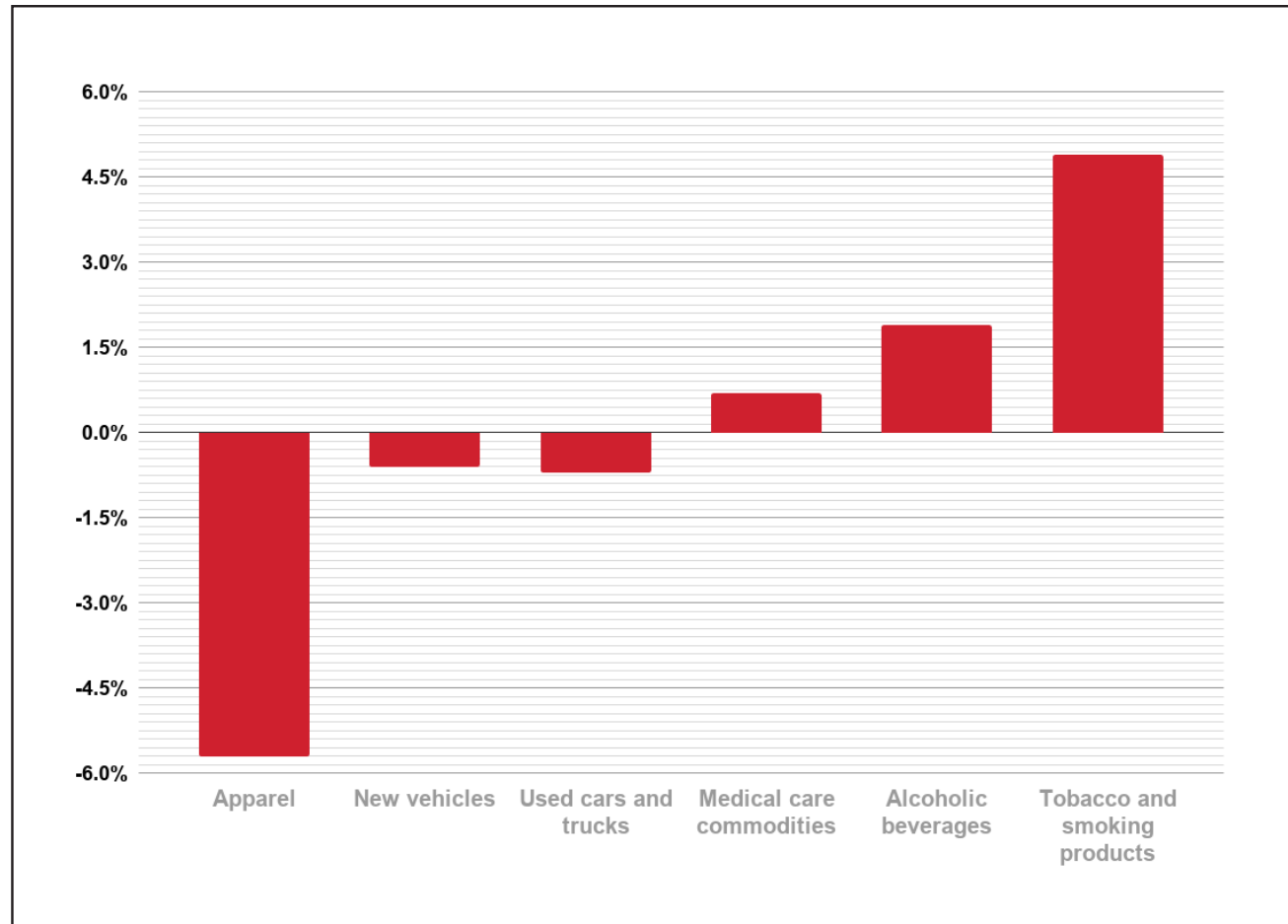


# MACRO ECONOMIC TRENDS

## CONSUMER PRICE INDEX

# MAY 20

Source: [www.BLS.gov](http://www.BLS.gov).



Shown: Commodities less food and energy commodities, not seasonally adjusted. In April, the Consumer Price Index for All Urban Consumers fell 0.8 percent on a seasonally adjusted basis; rising 0.3 percent over the last 12 months, not seasonally adjusted. The index for all items less food and energy fell 0.4 percent in April (SA); up 1.4 percent over the year (NSA).



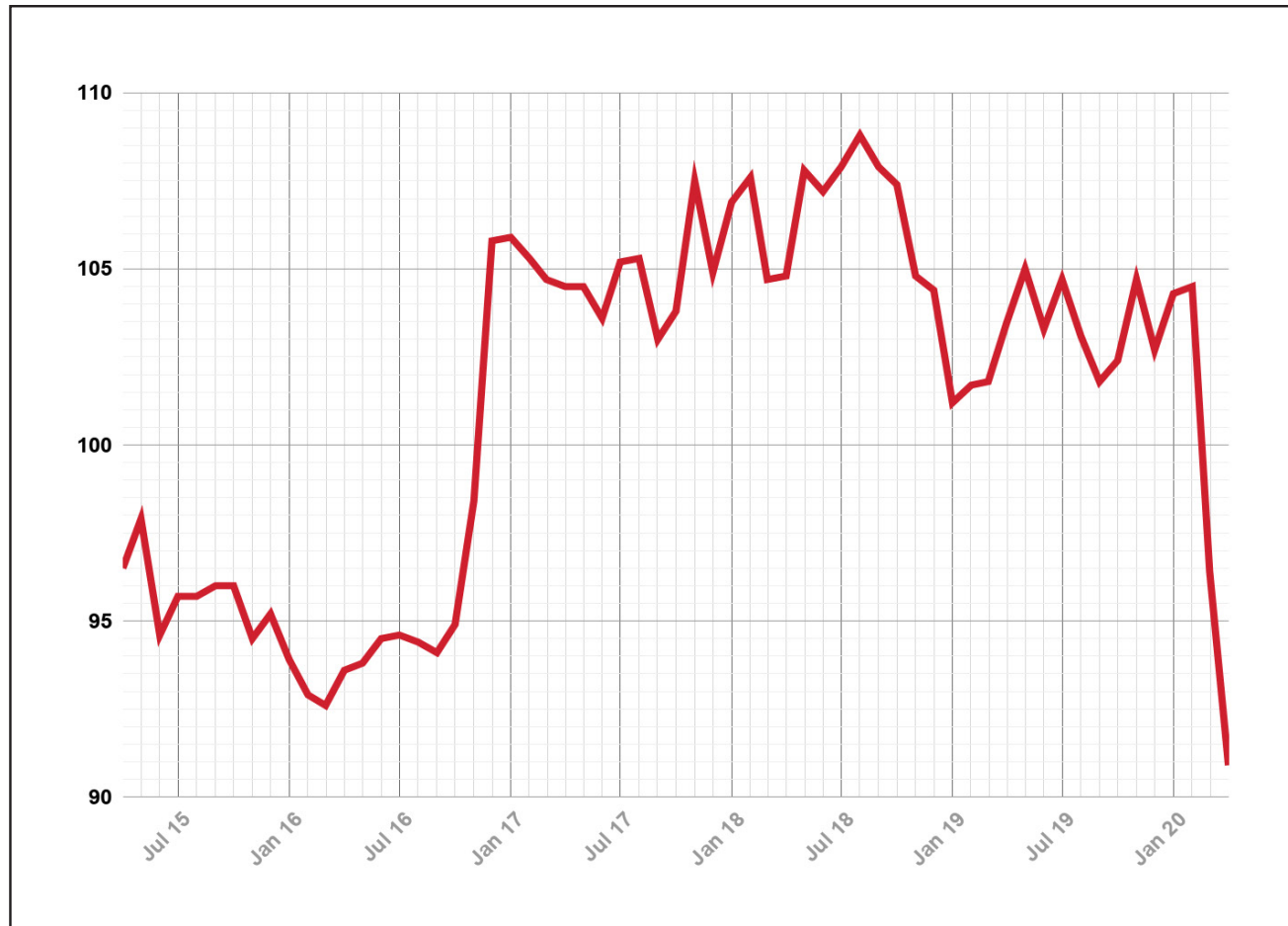


# MACRO ECONOMIC TRENDS

## OPTIMISM INDEX

# MAY 20

Source: [www.NFIB.com](http://www.NFIB.com).  
Based on 10 survey indicators (seasonally adjusted).



Small business optimism took another dive in April, falling 5.5 points to 90.9, with owners expressing certainty the economy will weaken in the near-term, but expecting it to improve over the next six months. The Optimism Index has fallen 13.6 points over the last two months, with nine of 10 Index components declining in April and one improving.

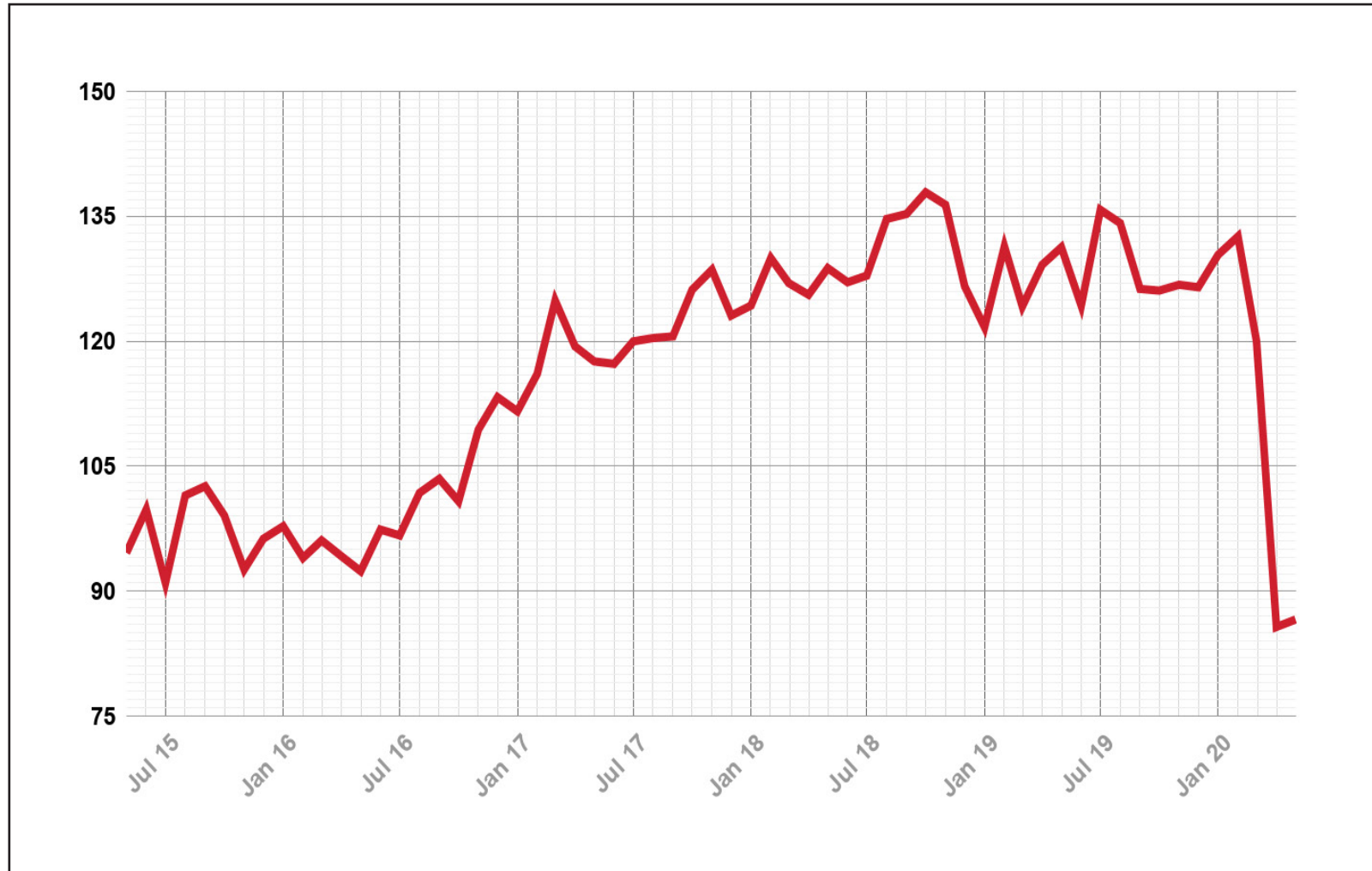


# MACRO ECONOMIC TRENDS

## CONSUMER CONFIDENCE INDEX

# MAY 20

Source: [www.Conference-Board.org](http://www.Conference-Board.org).

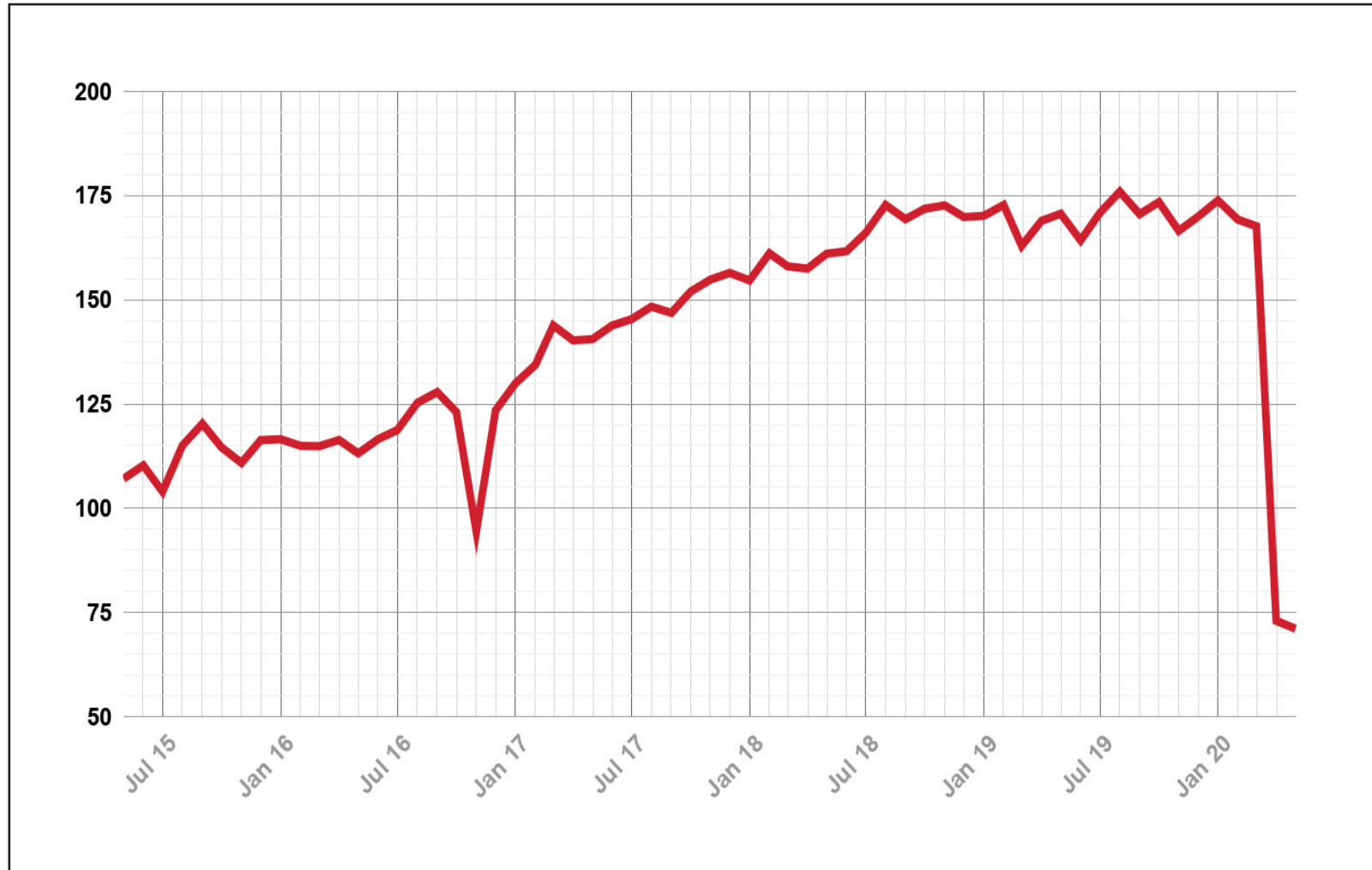


# MACRO ECONOMIC TRENDS

## PRESENT SITUATION INDEX

# MAY 20

Source: [www.Conference-Board.org](http://www.Conference-Board.org).

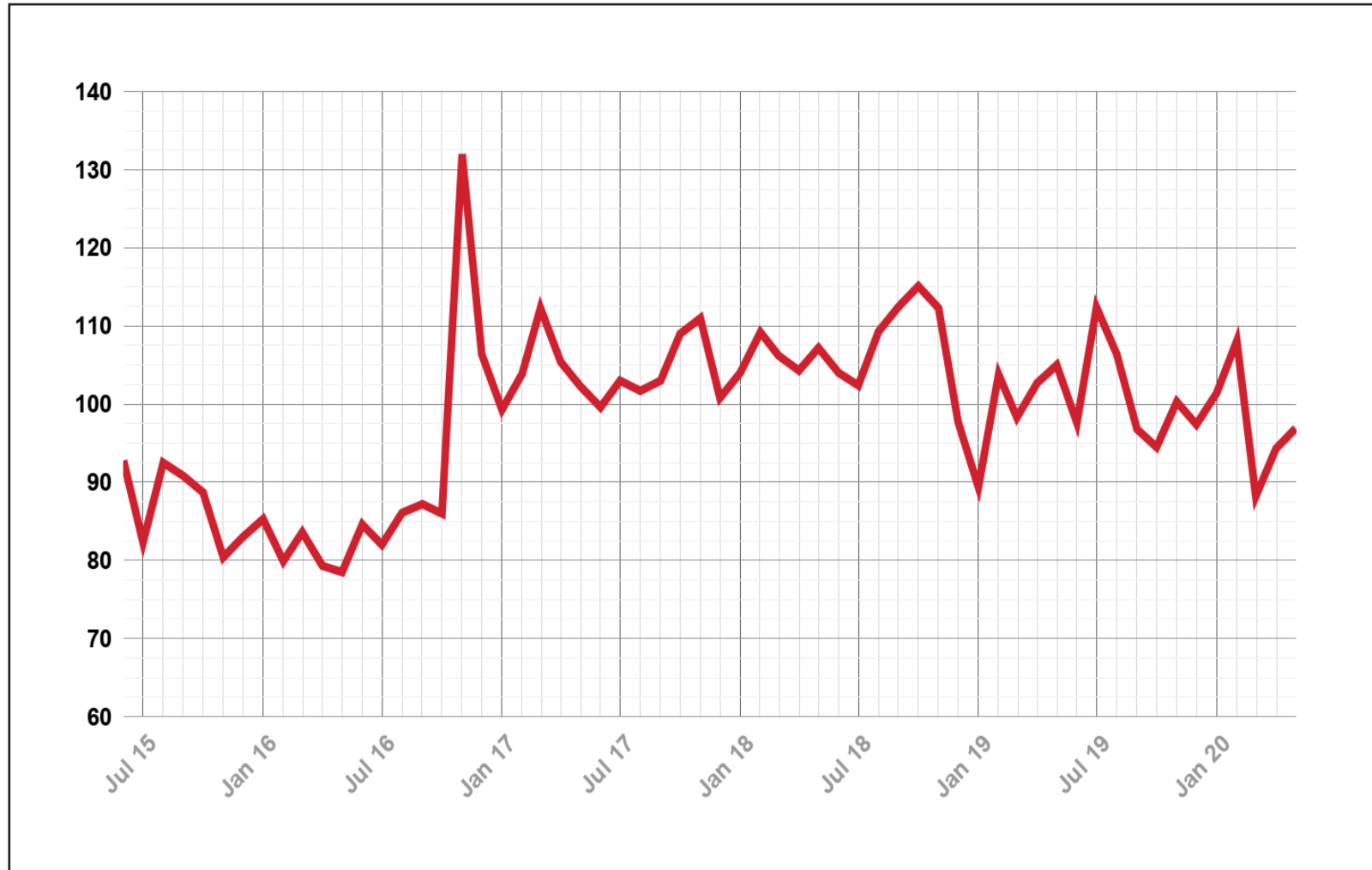


# MACRO ECONOMIC TRENDS

## EXPECTATIONS INDEX

# MAY 20

Source: [www.Conference-Board.org](http://www.Conference-Board.org).

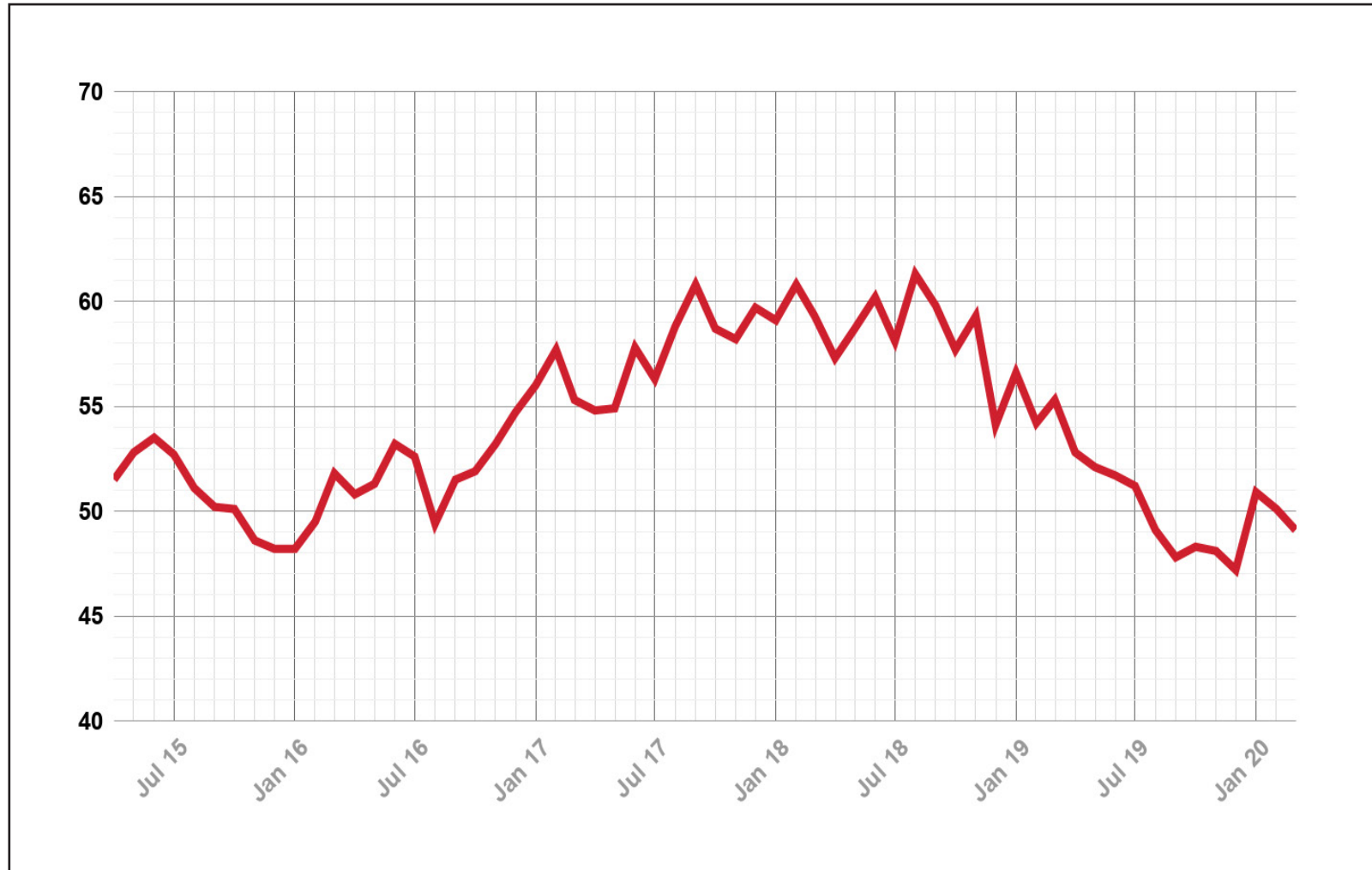


# MACRO ECONOMIC TRENDS

## ISM MANUFACTURING INDEX

# MAY 20

Source: [www.InstituteForSupplyManagement.org](http://www.InstituteForSupplyManagement.org).



# MACRO ECONOMIC TRENDS

## MANUFACTURING AT A GLANCE

# MAY 20

Source: [www.InstituteForSupplyManagement.org](http://www.InstituteForSupplyManagement.org).

Index	Series Index Apr	Series Index Mar	Percent Point Change	Direction	Rate of Change	Trend (Months)
<b>PMI®</b>	41.5	49.1	-7.6	Contracting	Faster	2
<b>New Orders</b>	27.1	42.2	-15.1	Contracting	Faster	3
<b>Production</b>	27.5	47.7	-20.2	Contracting	Faster	2
<b>Employment</b>	27.5	43.8	-16.3	Contracting	Faster	9
<b>Supplier Deliveries</b>	76.0	65.0	+11.0	Slowing	Faster	6
<b>Inventories</b>	49.7	46.9	+2.8	Contracting	Slower	11
<b>Customers' Inventories</b>	48.8	43.4	+5.4	Too Low	Slower	43
<b>Prices</b>	35.3	37.4	-2.1	Decreasing	Faster	3
<b>Backlog of Orders</b>	37.8	45.9	-8.1	Contracting	Faster	2
<b>New Export Orders</b>	35.3	46.6	-11.3	Contracting	Faster	2
<b>Imports</b>	42.7	42.1	+0.6	Contracting	Slower	3
<b>OVERALL ECONOMY</b>				Contracting	From Growing	1
<b>Manufacturing Sector</b>				Contracting	Faster	2

The April PMI® registered 41.5 percent, down 7.6 percentage points from the March reading of 49.1 percent. The New Orders Index registered 27.1 percent, a decrease of 15.1 percentage points from the March reading of 42.2 percent. The Production Index registered 27.5 percent, down 20.2 percentage points compared to the March reading of 47.7 percent. The Backlog of Orders Index registered 37.8 percent, a decrease of 8.1 percentage points compared to the March reading of 45.9 percent. The Employment Index registered 27.5 percent, a decrease of 16.3 percentage points from the March reading of 43.8 percent.



# DIY

## HOME & HARDWARE

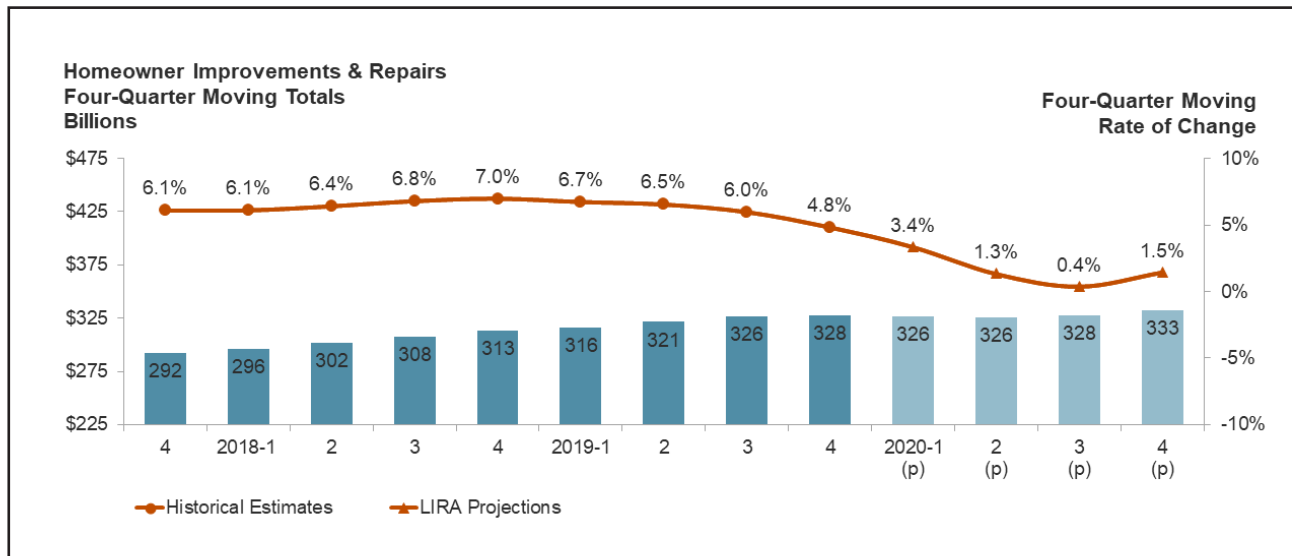
No solution is better geared to provide expertise for this industry

# DIY HOME & HARDWARE HOME IMPROVEMENT INDUSTRY FORECAST

# MAY 20

National spending for improvements and repairs on owner-occupied homes is expected to rise only modestly this year, according to the Leading Indicator of Remodeling Activity (LIRA) released today by the Remodeling Futures Program at the Joint Center for Housing Studies of Harvard University. The LIRA projects that home remodeling expenditures will increase by just 1.5 percent in 2020 compared with annual gains of 5–7 percent in recent years. “While homebuilding and sales activity are now firming, softness from earlier last year will continue to pull on remodeling spending growth in 2020,” says Chris Herbert, Managing Director of the Joint Center for Housing Studies. “However, the slowdown should begin to moderate by year-end as today’s healthier housing market indicators will ultimately lead to more home renovation and repair.”

Leading Indicator of Remodeling Activity. Source: [www.JCHS.harvard.edu](http://www.JCHS.harvard.edu).

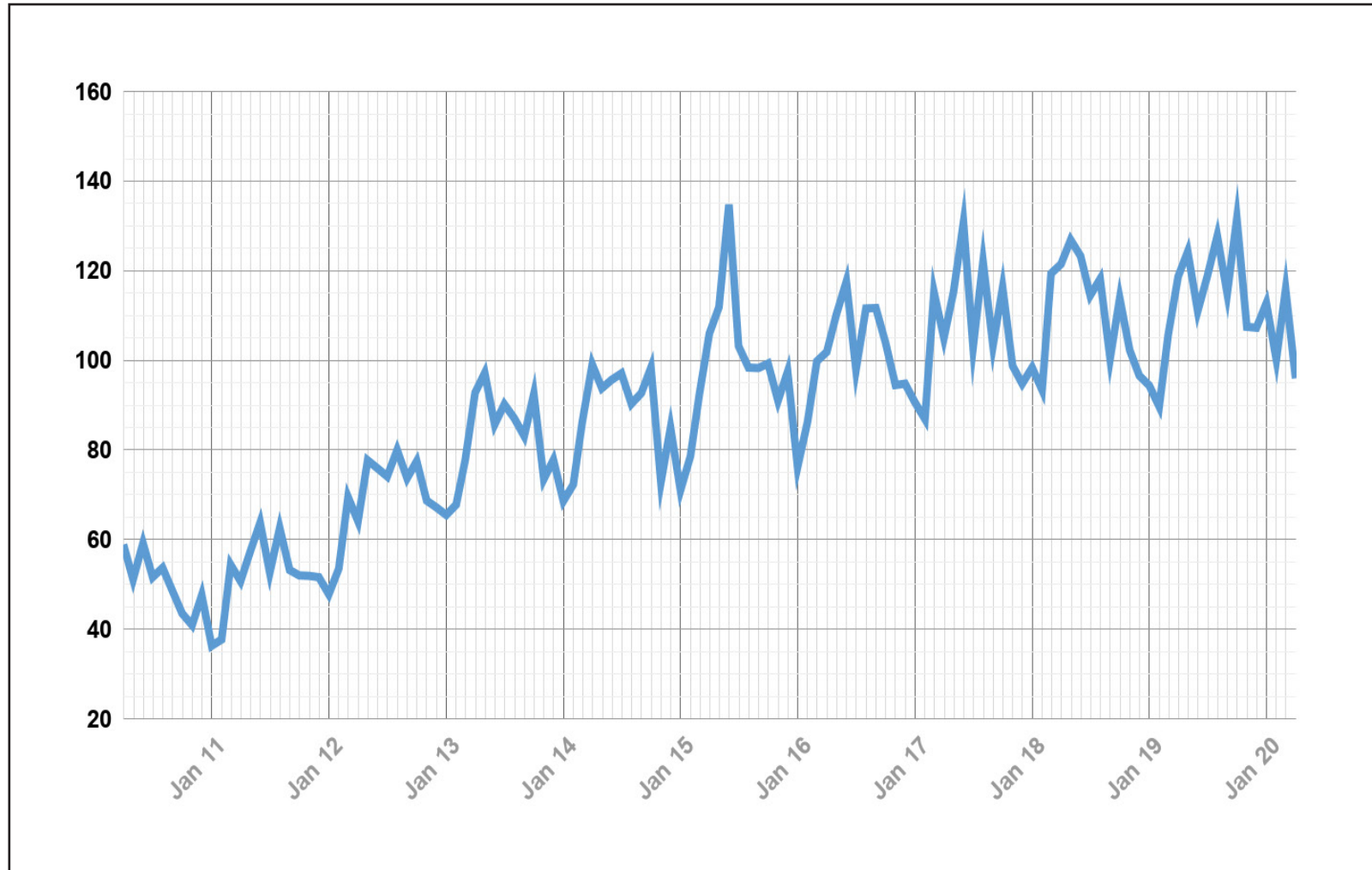




# DIY HOME & HARDWARE NEW RESIDENTIAL CONSTRUCTION PERMITS

# MAY 20

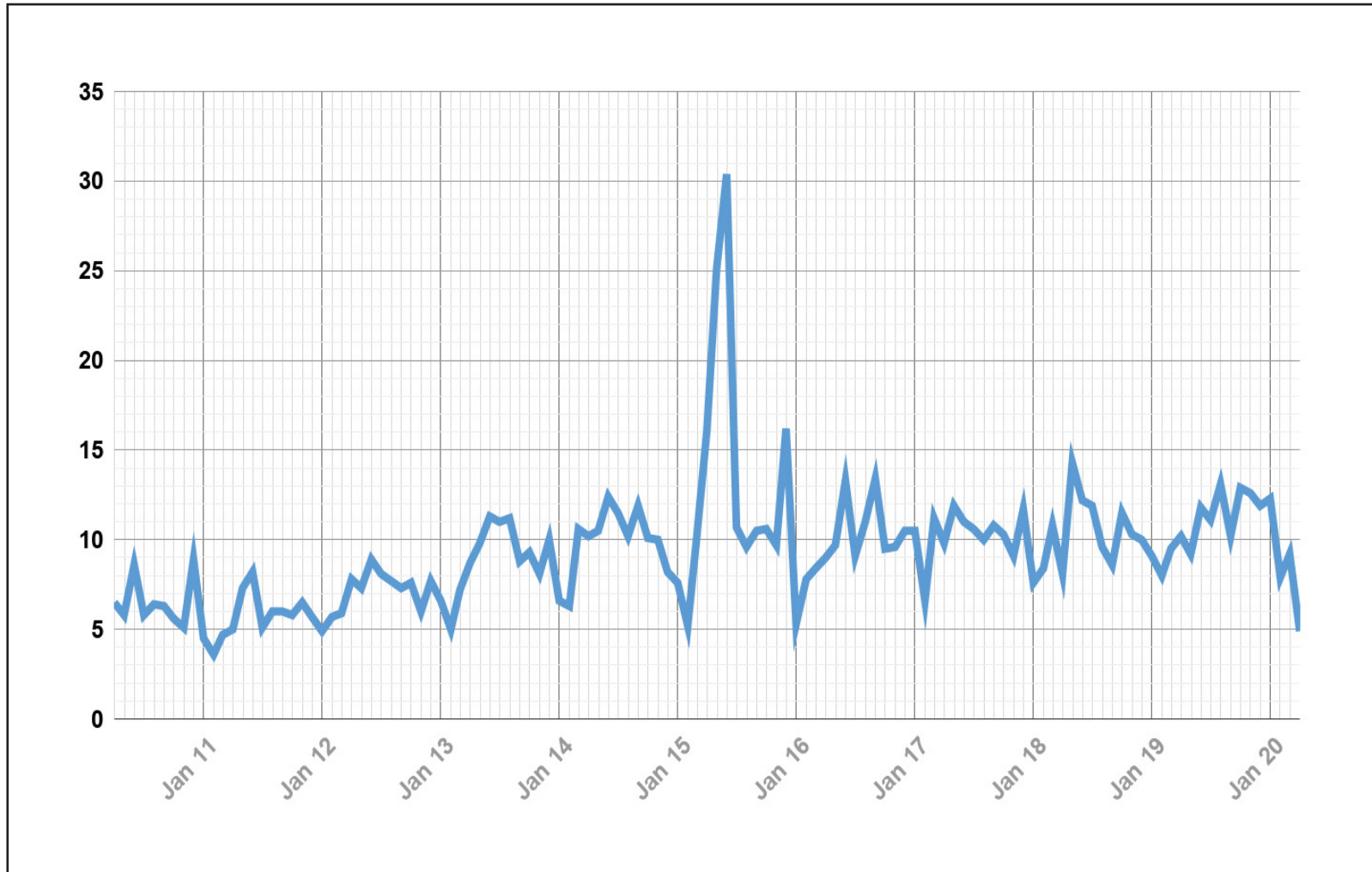
Housing Units Authorized in Permit-Issuing Places: United States.  
Not Seasonally Adjusted Total Units (Thousands of Units). Source: [www.Census.gov](http://www.Census.gov).



# DIY HOME & HARDWARE NEW RES CONSTRUCTION PERMITS (NORTHEAST)

# MAY 20

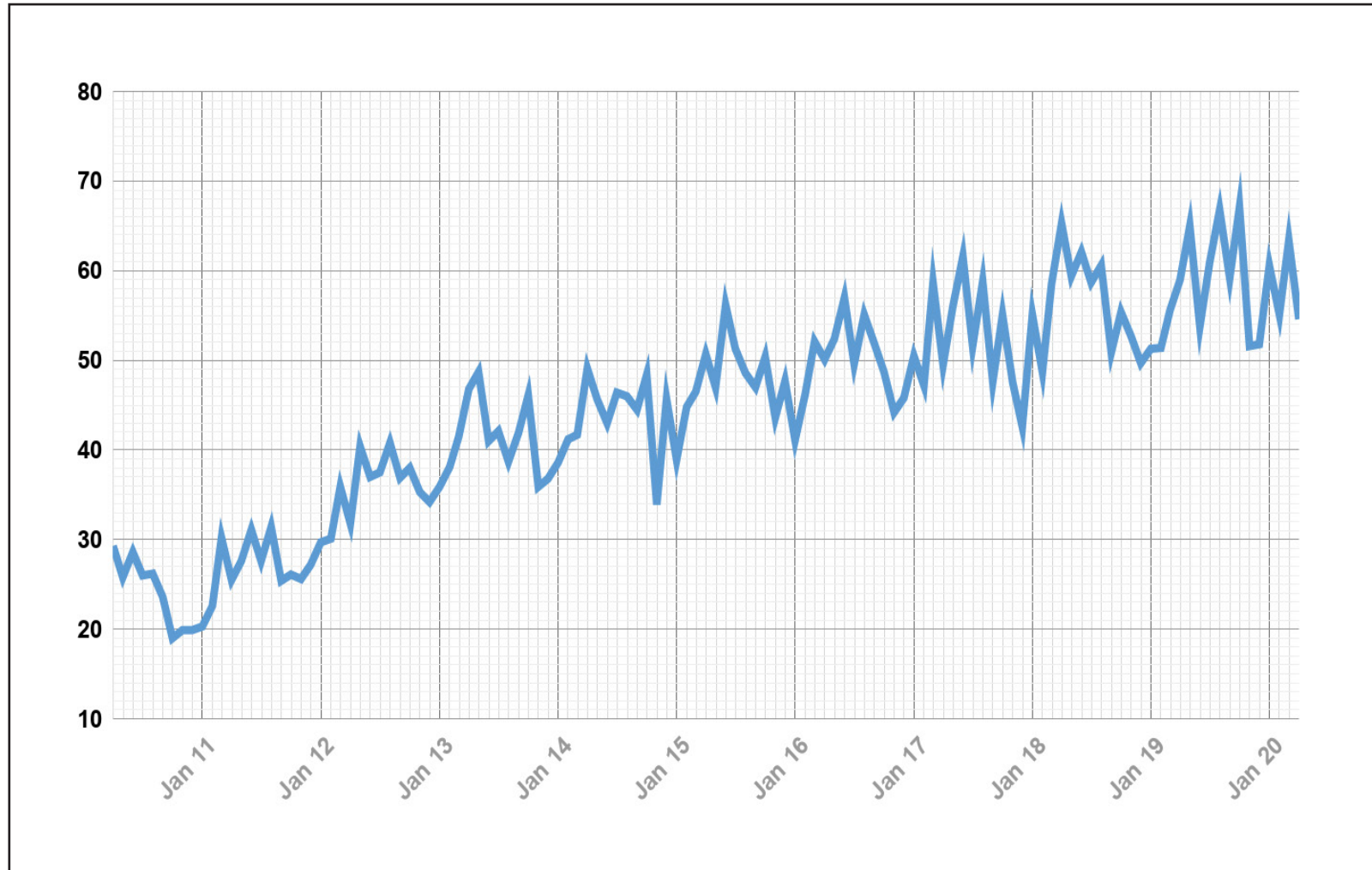
Housing Units Authorized in Permit-Issuing Places: Northeast.  
Not Seasonally Adjusted Total Units (Thousands of Units). Source: [www.Census.gov](http://www.Census.gov).



# DIY HOME & HARDWARE NEW RES CONSTRUCTION PERMITS (SOUTH)

# MAY 20

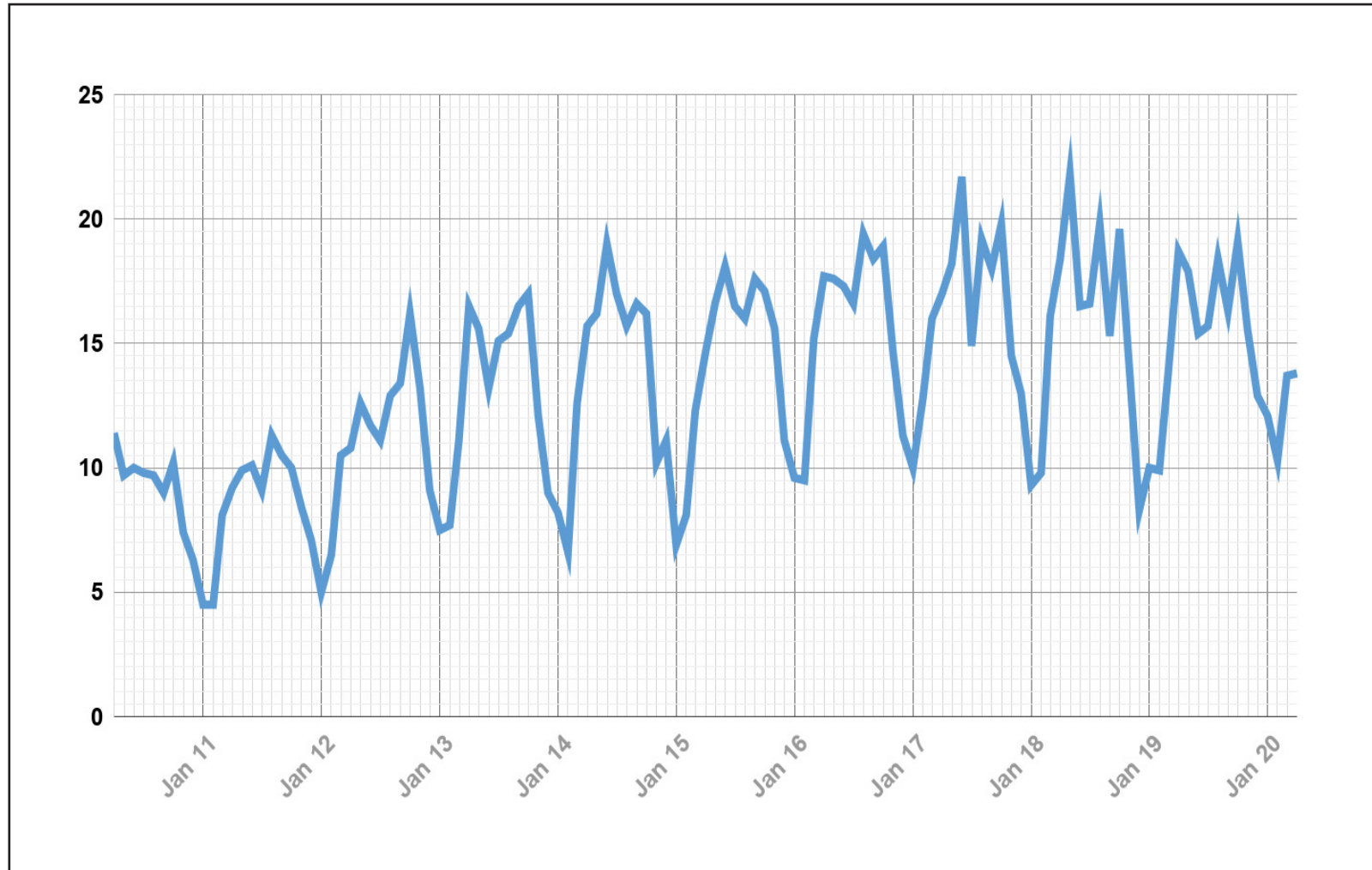
Housing Units Authorized in Permit-Issuing Places: South.  
Not Seasonally Adjusted Total Units (Thousands of Units). Source: [www.Census.gov](http://www.Census.gov).



# DIY HOME & HARDWARE NEW RES CONSTRUCTION PERMITS (MIDWEST)

# MAY 20

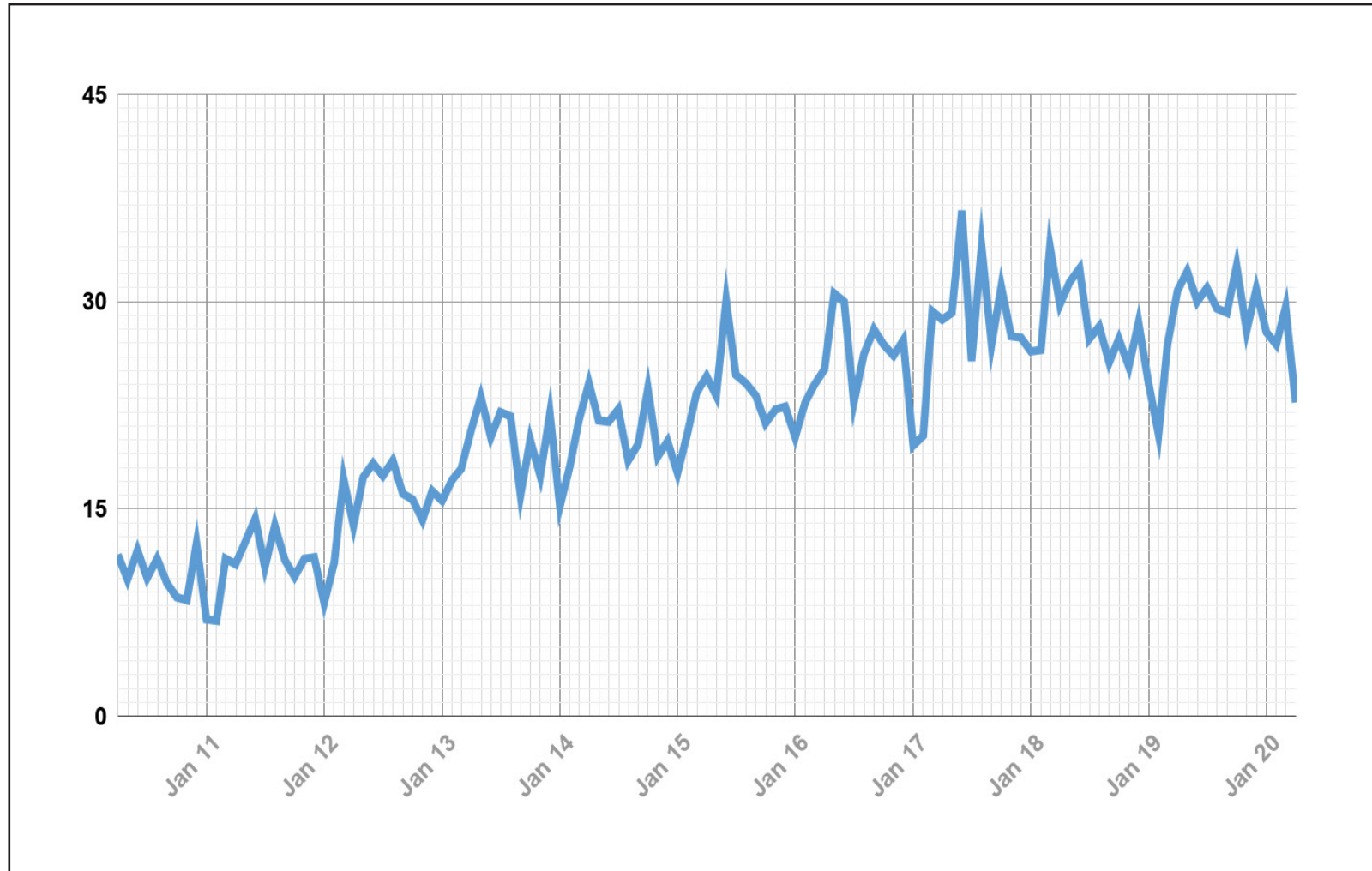
Housing Units Authorized in Permit-Issuing Places: Midwest.  
Not Seasonally Adjusted Total Units (Thousands of Units). Source: [www.Census.gov](http://www.Census.gov).



# DIY HOME & HARDWARE NEW RES CONSTRUCTION PERMITS (WEST)

# MAY 20

Housing Units Authorized in Permit-Issuing Places: West.  
Not Seasonally Adjusted Total Units (Thousands of Units). Source: [www.Census.gov](http://www.Census.gov).





# INDUSTRY SPOTLIGHT

How are analysts leveraging retail POS data? Let's take a look in our new micro interview series. This month, we speak with Clayton Boardman of Reliance Worldwide Corporation (RWC).

Clayton, you've been with RWC for over 6 years. How would you describe the culture of supply management at RWC? **Clayton:** The RWC approach to supply chain management is team-oriented and continuously improving. It all starts with good communication, nothing is a substitute for good communication and the best process will fail without it. Accelerated Analytics has helped us up our POS reporting game, but POS data has always been an integral part of our supply management process.

RWC is a self-described global family of brands, each having its own unique supply needs. How does your team leverage POS reporting to optimize operations? **Clayton:** We are a global manufacturer with operations in the US, EMEA, and APAC, we leverage POS data to develop our forecasts which feeds into our MRP system to drive production globally.

We're always interested in which metrics your team finds itself keeping an eye on most – certainly this will change season to season, but do you have any top-of-mind that are most insightful to you personally? **Clayton:** We track comp sales year over year in a variety of ways, we look at last 4, 8, 13, 52 weeks versus same periods prior year, this allows us to see not only the comp % but the trends.

Along those lines, working within teams... everyone has their set of go-to numbers. Does your team customize EDI 852 or POS reports to review team KPIs? **Clayton:** We find ourselves utilizing the data cube most frequently to develop reporting for our team's needs. What we love about Accelerated Analytics is it allows us to transform the data into our internal language or our customers all in one platform without doing countless lookups and spending all our time working the data versus interpreting and learning from the data. The other great thing is how repeatable the reports are, once you develop a great report, you can simply refresh it each week and not waste time re-creating the same thing each week.

You're also a RIBB reader yourself. Any particular section or sections that peak your interest the most? **Clayton:** I enjoy looking at the multi-vendor data section in the RIBB report.

Do you have any supply chain or retail analytics insights for the community here – anything that you've seen that we should be keeping an eye out for? **Clayton:** If you're not utilizing Accelerated Analytics from the top of the organization down you're missing out on opportunities to save time and grow your business!

[READ THE FULL INTERVIEW](#)



**CLAYTON BOARDMAN**  
Director of Sales  
Reliance Worldwide Corporation

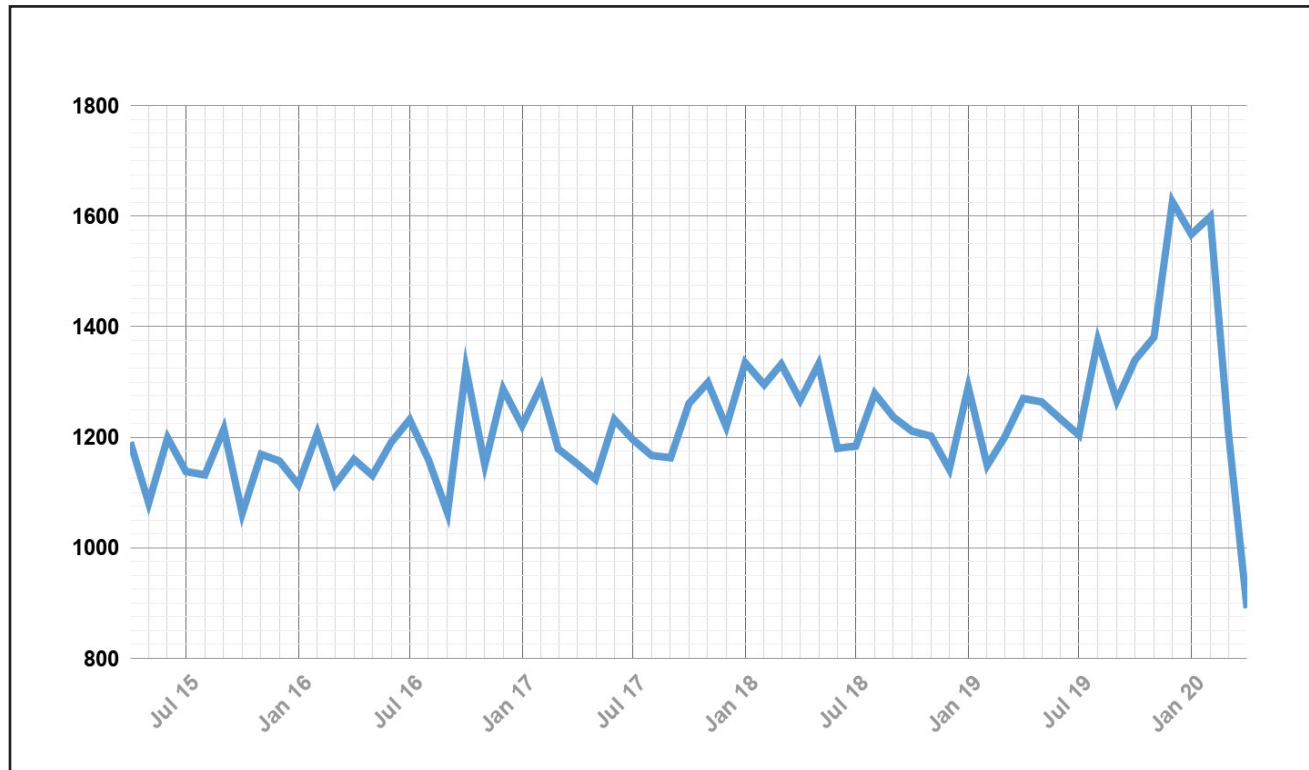
Clayton began his career with The Home Depot on the Inventory Planning & Replenishment team after graduating from Auburn University with a degree in Supply Chain Management. He spent three and a half years with The Home Depot before joining RWC, where he now serves as Director of Sales. He has spent the last six years with RWC and enjoys working in an innovative, rapid growth environment.

Established in 1949, Reliance Worldwide Corporation (RWC) has grown to become a world leader in water control, measurement, infrastructure, products and services, supplying hot water systems to manufacturers, plumbing distributors, government bodies, and other major industries. [www.rwc.com](http://www.rwc.com)

# DIY HOME & HARDWARE HOUSING STARTS FORECASTS

# MAY 20

Sources: [www.TradingEconomics.com](http://www.TradingEconomics.com) & [www.Census.gov](http://www.Census.gov).



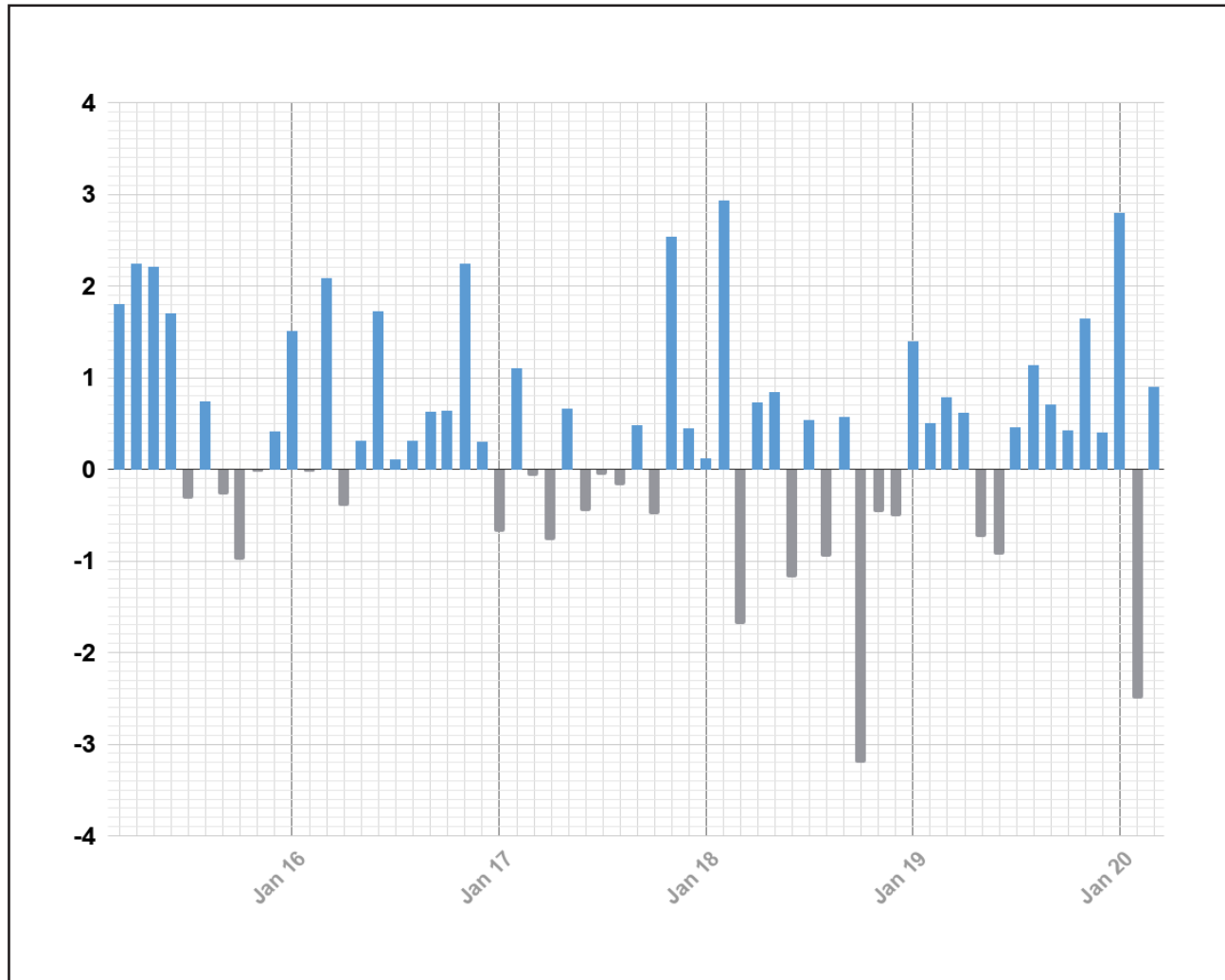
Housing starts in the US plunged 30.2% month-over-month to an annualized rate of 0.891 million in April of 2020, below market forecasts of 0.927 million. It is the lowest reading since February of 2015 due to the coronavirus pandemic. Starts for the volatile multi-family segment slumped 40.3% to 0.234 million while single-family housing which is the largest share of the housing market, went down 25.4% to 0.65 million. Declines in housing starts were seen in all regions: the South (-26% to 0.532 million), the West (-43.4% to 0.184 million), the Midwest (-14.9% to 0.131 million) and the Northeast (-42.6% to 0.044 million). Year-on-year, housing starts sank 29.7%. Figures for March were revised upwards to 1.276 million from 1.216 million.



# DIY HOME & HARDWARE CONSTRUCTION SPENDING

# MAY 20

Sources: [www.TradingEconomics.com](http://www.TradingEconomics.com) & [www.Census.gov](http://www.Census.gov).



Construction spending in the US rose 0.9 percent from the previous month to a seasonally adjusted annual rate of USD 1.360 trillion in March 2020, rebounding from an upwardly revised 2.5 percent fall in the previous month and beating market expectations of a 3.5 percent decrease. Investment in public construction projects increased 1.6 percent (vs -0.6 percent in February) and those on private construction went up 0.7 percent (vs -3.1 percent). Considering the first quarter of the year, construction spending surged 6.7 percent over the same period of 2018. Year-on-year, construction spending advanced 4.7 percent.



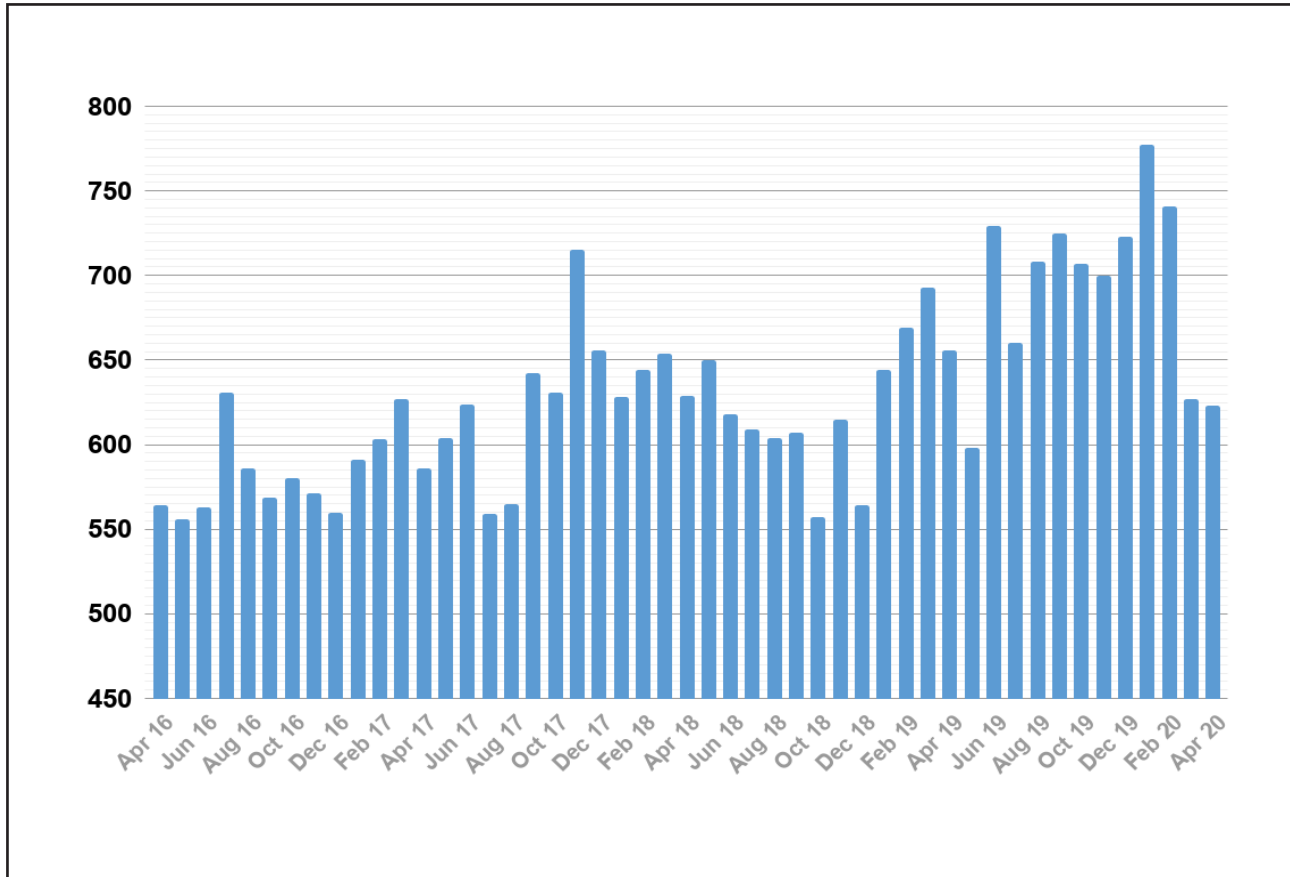


# DIY HOME & HARDWARE

## US HOUSING MARKET: NEW HOME SALES

# MAY 20

Sources: [www.TradingEconomics.com](http://www.TradingEconomics.com) & [www.Census.gov](http://www.Census.gov).



Sales of new single-family homes in the United States unexpectedly rose 0.6 percent month-over-month to an annualized rate of 623 thousand in April of 2020, beating forecasts of a 21.9 percent plunge. Sales rose in the South (2.4 percent to 379 thousand), the Midwest (2.4 percent to 86 thousand) and the Northeast (8.7 percent to 35 thousand) but fell in the West (-6.3 percent to 133 thousand). There were 325,000 new homes on the market, down 1.8 percent from March. At April's sales pace it would take 6.3 months to clear the supply of houses on the market. The median new house price fell to USD 309,900 from USD 339,000 a year ago. Year-on-year new home sales declined by 6.2 percent.

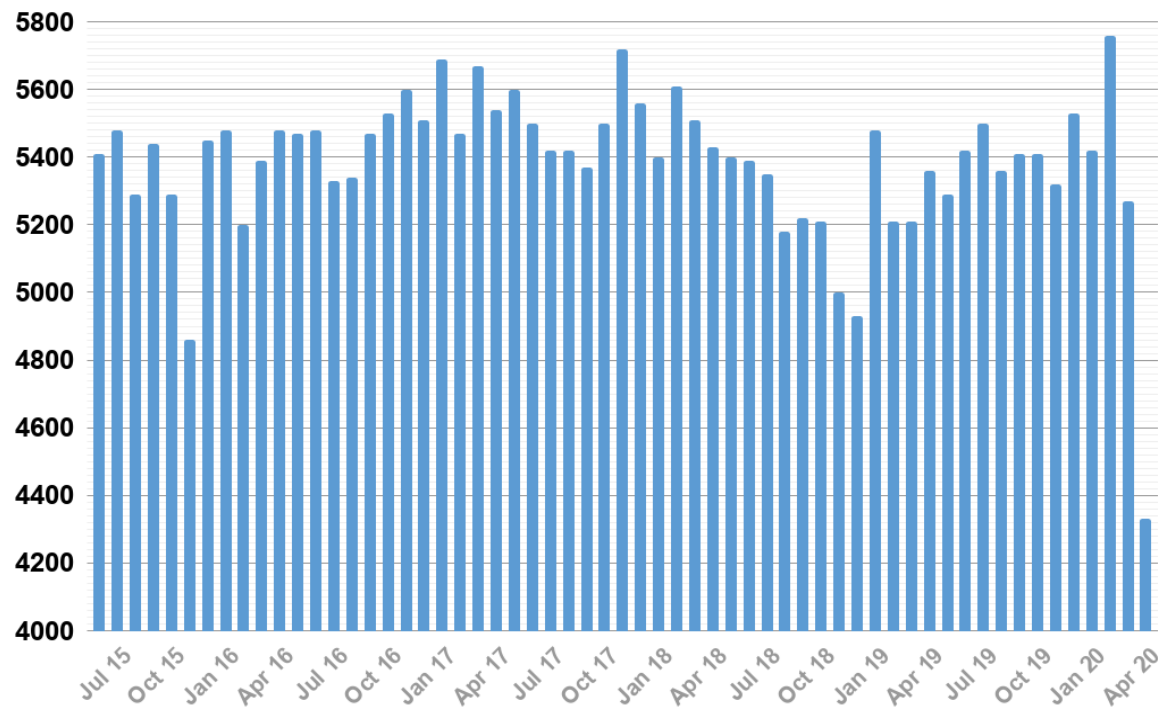


# DIY HOME & HARDWARE

## US HOUSING MARKET: EXISTING HOME SALES

# MAY 20

Sources: [www.TradingEconomics.com](http://www.TradingEconomics.com) & [www.NAR.realtor](http://www.NAR.realtor).



Sales of previously owned houses in the US sank 17.8 percent from the previous month to a seasonally adjusted annual rate of 4.33 million units in April of 2020, barely in line with market expectations of 4.3 million. It is the lowest reading since September of 2009 and the biggest drop since July of 2010 as the coronavirus took a toll on the economy. Sales declined in all four regions. Single-family home sales went down 16.9 percent to 3.94 million and existing condominium and co-op sales slumped 26.4 percent to 0.390 million. There were 1.47 million houses available, the lowest on record for the month; at April's sales pace, it would take 4.1 months to clear the current inventory, higher than 3.4 months on March. The median house price increased 2.2 percent to USD 286,800.

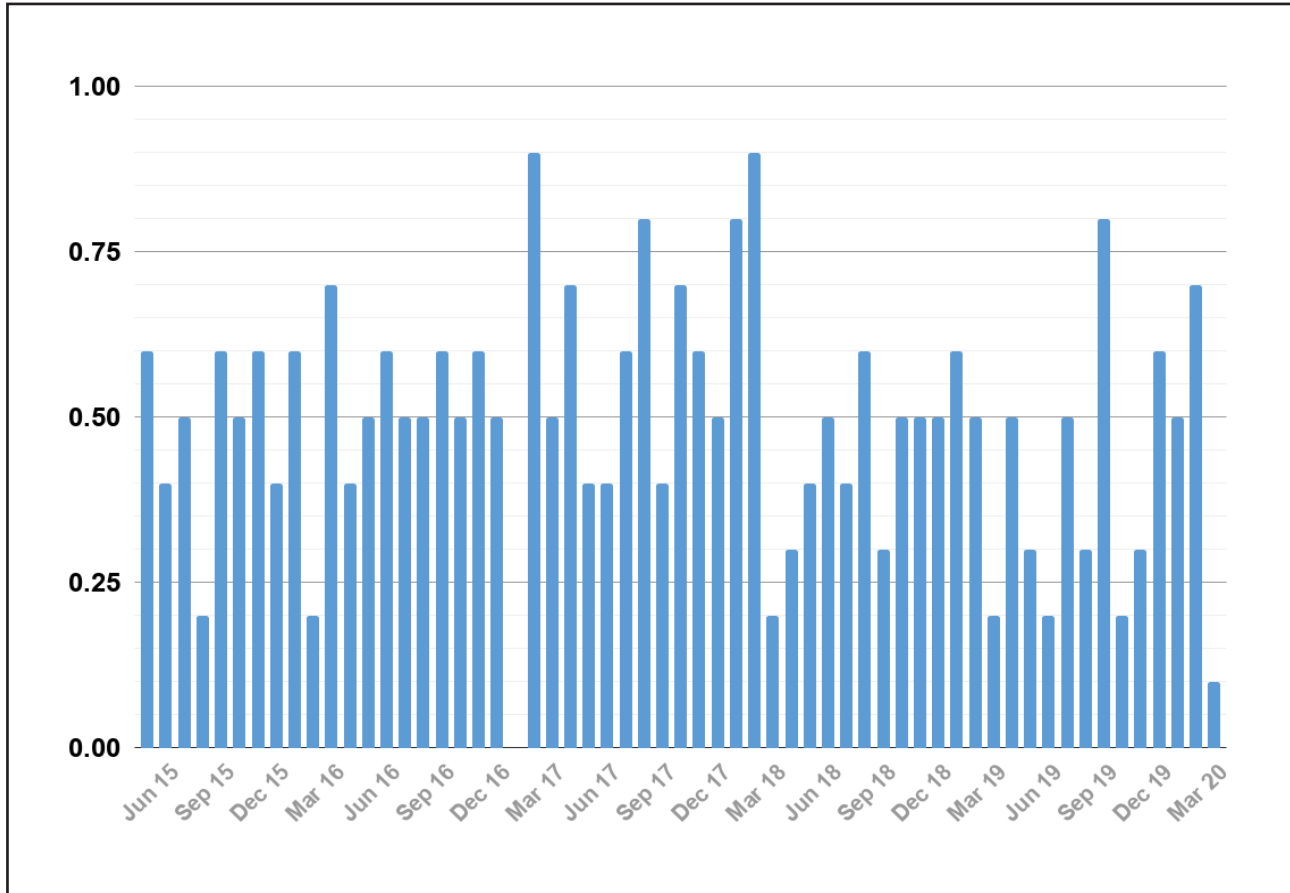


# DIY HOME & HARDWARE

## US HOUSING MARKET: HOUSE PRICE INDEX (MOM)

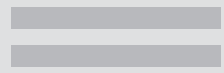
# MAY 20

Sources: [www.TradingEconomics.com](http://www.TradingEconomics.com) & Federal Housing Finance Agency, [www.FHFA.gov](http://www.FHFA.gov).

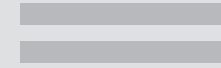


The average prices of single-family houses with mortgages guaranteed by Fannie Mae and Freddie Mac in the United States edged up 0.1 percent from a month earlier in March of 2020, following an upwardly revised 0.8 percent advance in February. Considering the first quarter of the year, house prices went up 1.7 percent. "Because of the lag between contract signing and sale closing when our data are recorded, we judge the first quarter's housing statistics were relatively unaffected by the COVID-19 outbreak. However, we are unable to account for any modifications or cancellations of sales later in March", said Dr. Lynn Fisher, Deputy Director of the Division of Research and Statistics at FHFA.





# NEWS



**MAY 27, 2020**

How the Multifamily Industry Is Adapting to COVID-19 Compliance Challenges

**MAY 26, 2020**

In a Positive Sign, New Home Sales Hold Steady in April

**MAY 22, 2020**

Housing Data Hint at Potential for Economic Recovery

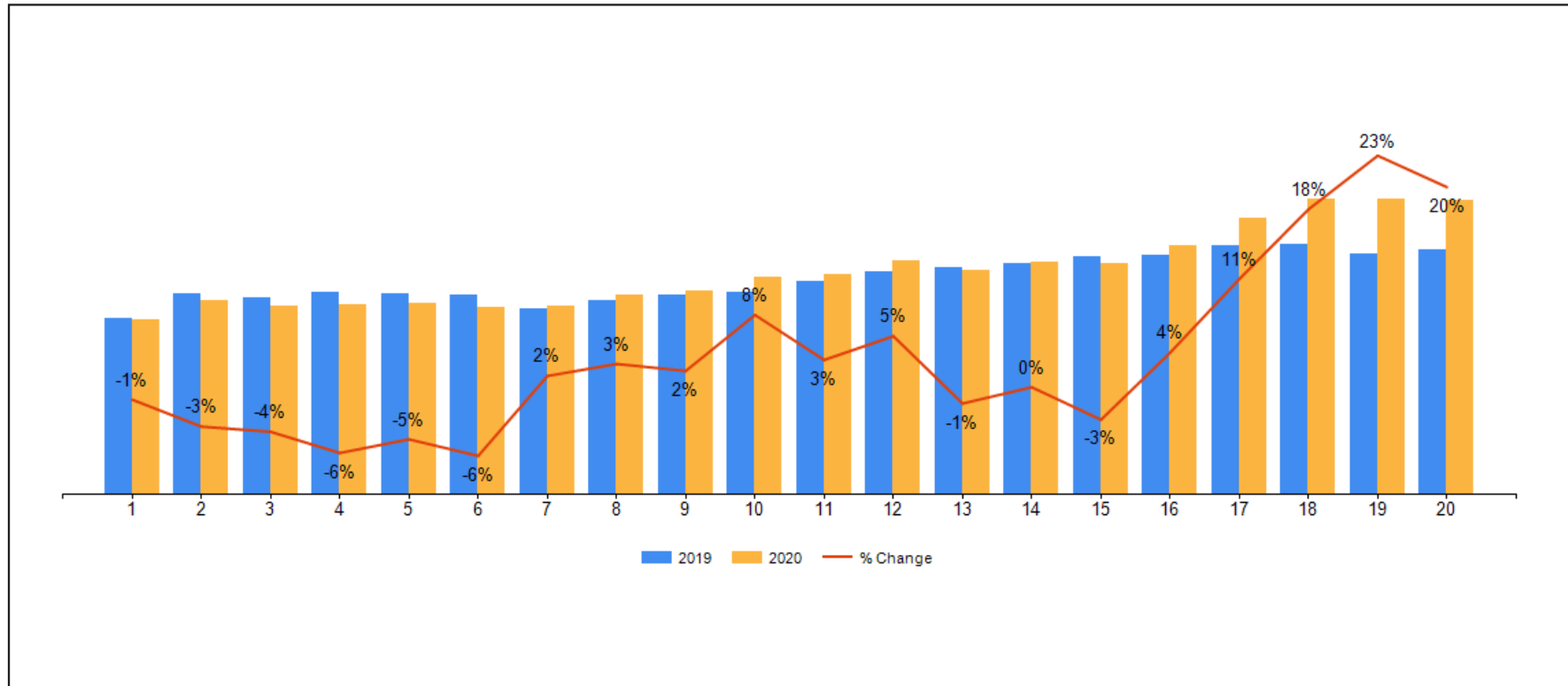
**MAY 21, 2020**

Pandemic Concerns Weaken Multifamily Builder and Developer Confidence

# DIY HOME & HARDWARE ACCELERATED ANALYTICS DIY VENDOR INDEX

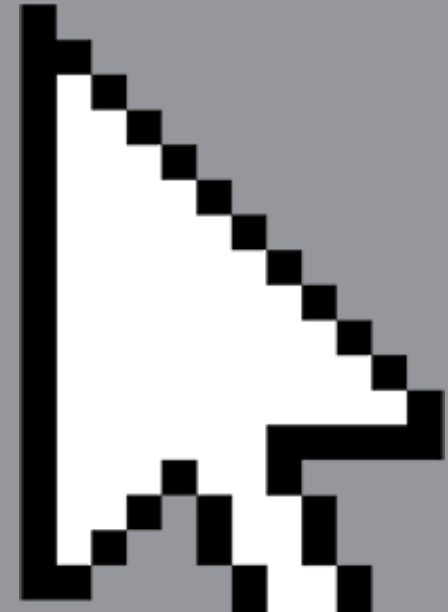
# MAY 20

Shown: Home Depot and Lowe's (% Change in Sales TY vs LY).



# WWW.

If you haven't been to our site in a while, then be sure to stop on by and check out all we have going on! From infographics to whitepapers, we've got you covered... [www.acceleratedanalytics.com](http://www.acceleratedanalytics.com)



# WEATHER OUTLOOK

Temp & Precipitation Outlooks plus U.S. Drought Monitor  
& U.S. Seasonal Drought Outlook

# seen SWIR?

Have you seen our new Severe Weather Impact Report? Each SWIR highlights the impact that severe storms and other major, regional weather events may have had on retail in the region with affected zip codes available as a csv download.

HURRICANE FLORENCE 2018

HURRICANE MICHAEL 2018

HURRICANE DORIAN 2019

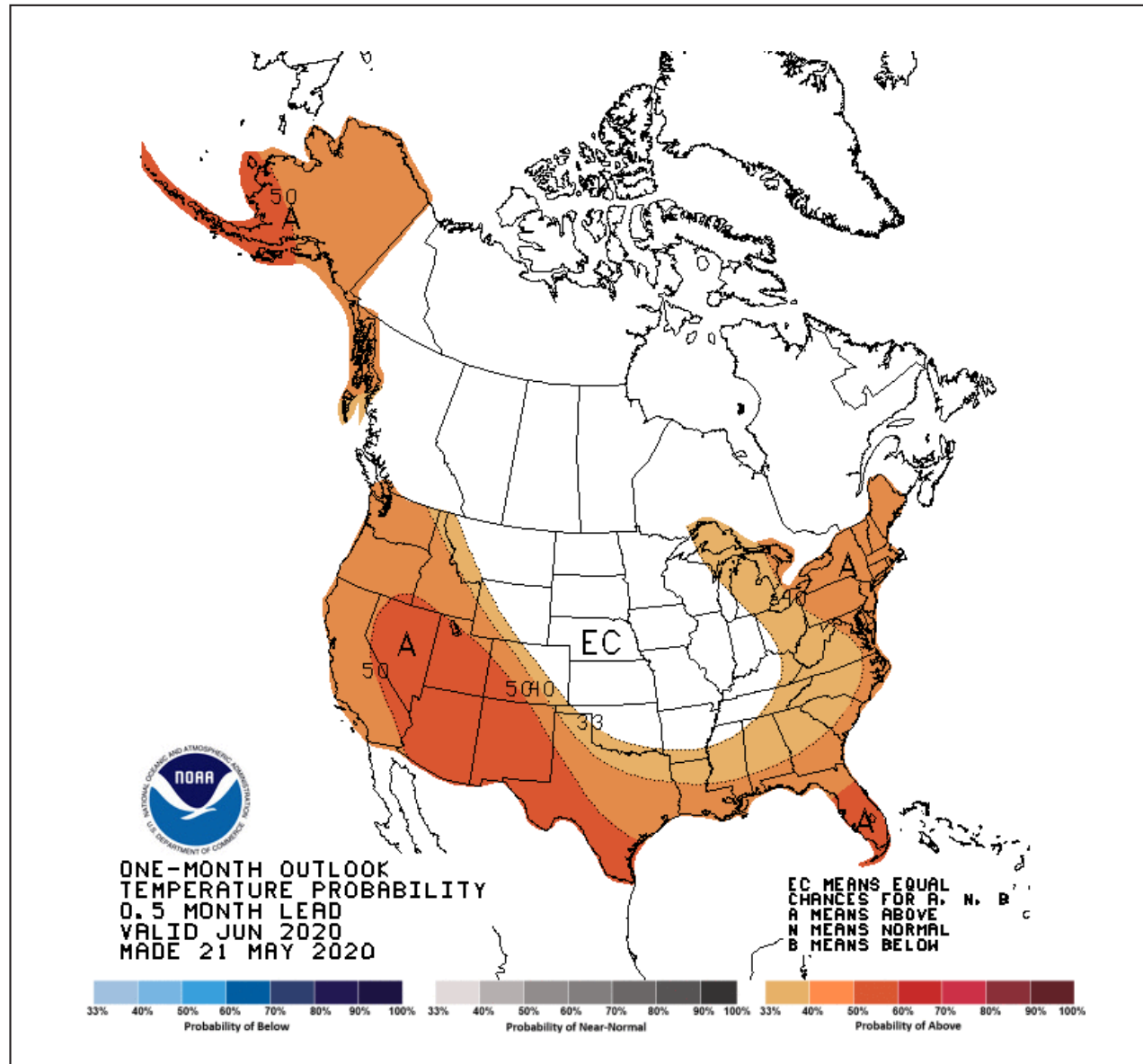




# WEATHER FORECASTS

## 30-DAY TEMPERATURE OUTLOOK

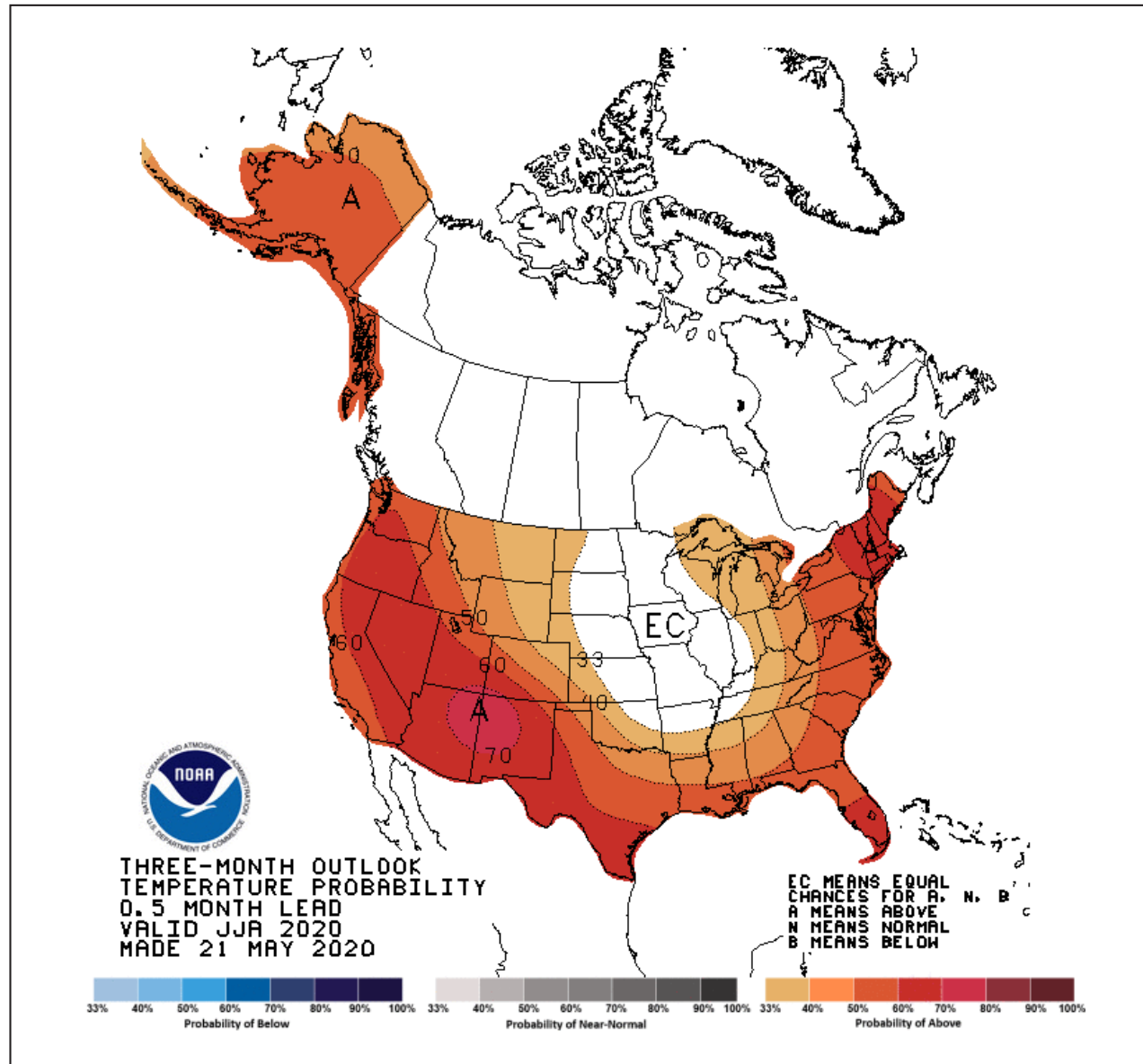
# MAY 20



# WEATHER FORECASTS

## 90-DAY TEMPERATURE OUTLOOK

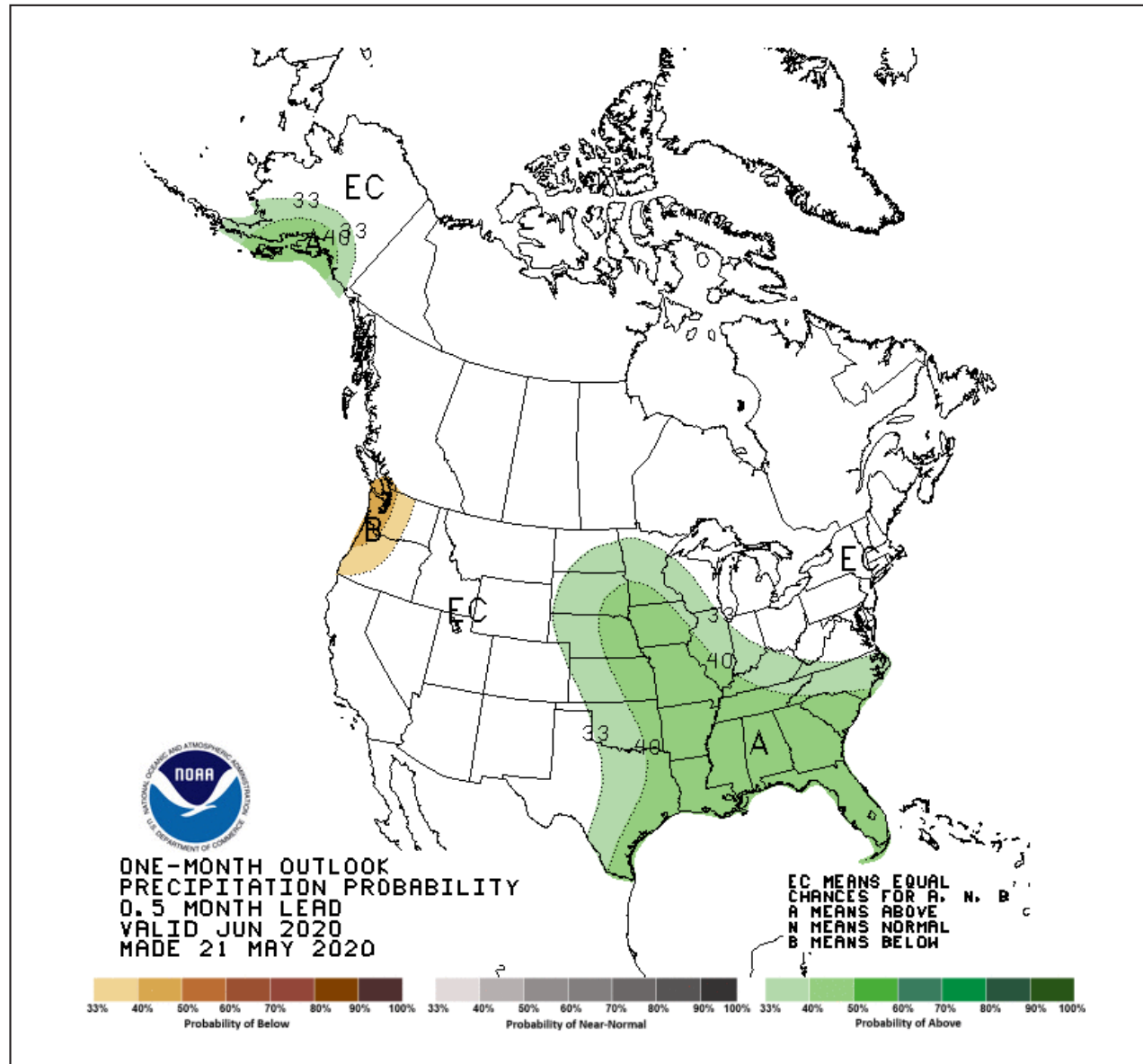
# MAY 20



# WEATHER FORECASTS

## 30-DAY PRECIPITATION OUTLOOK

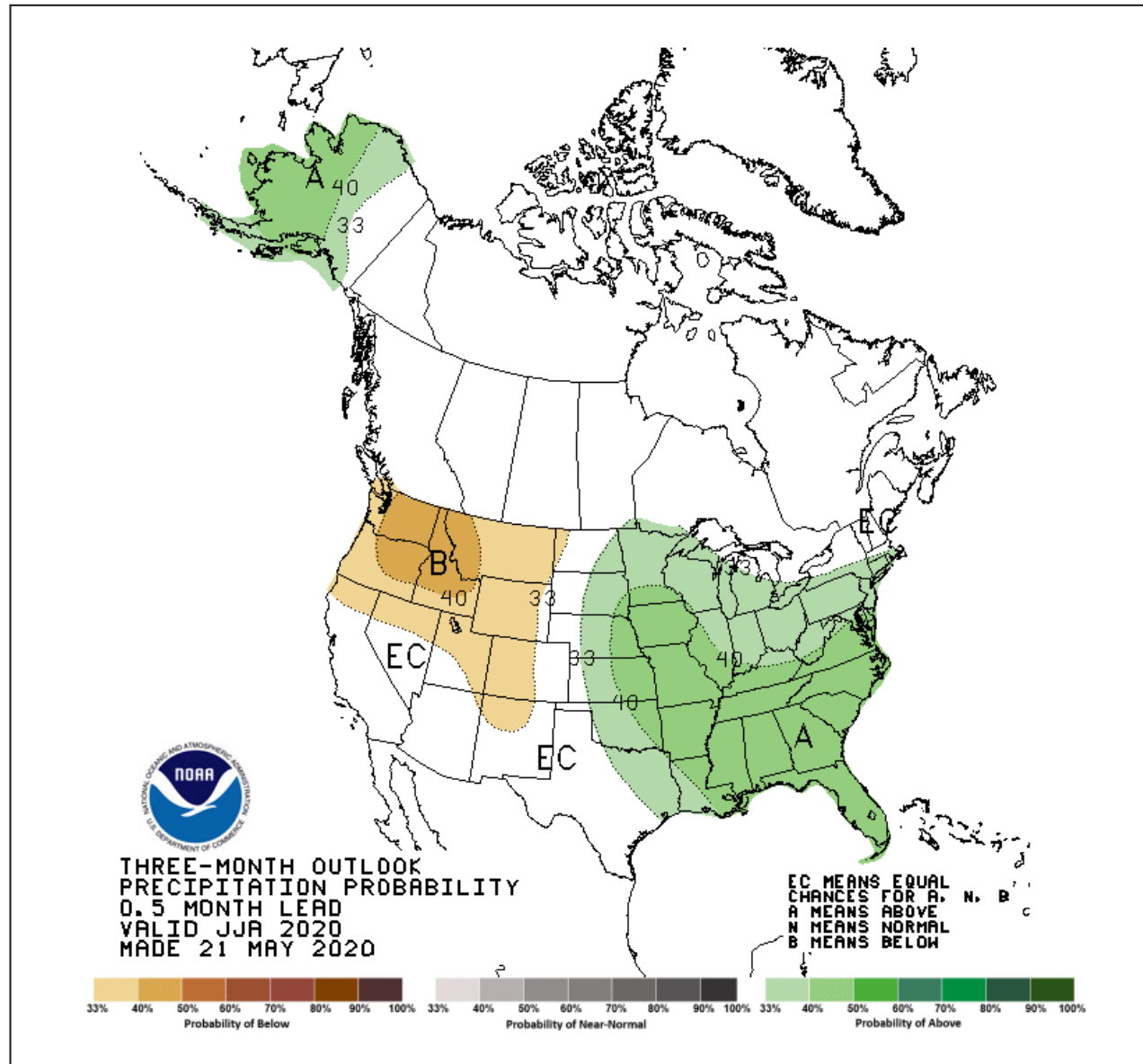
# MAY 20



# WEATHER FORECASTS

## 90-DAY PRECIPITATION OUTLOOK

# MAY 20



# STAY IN THE KNOW

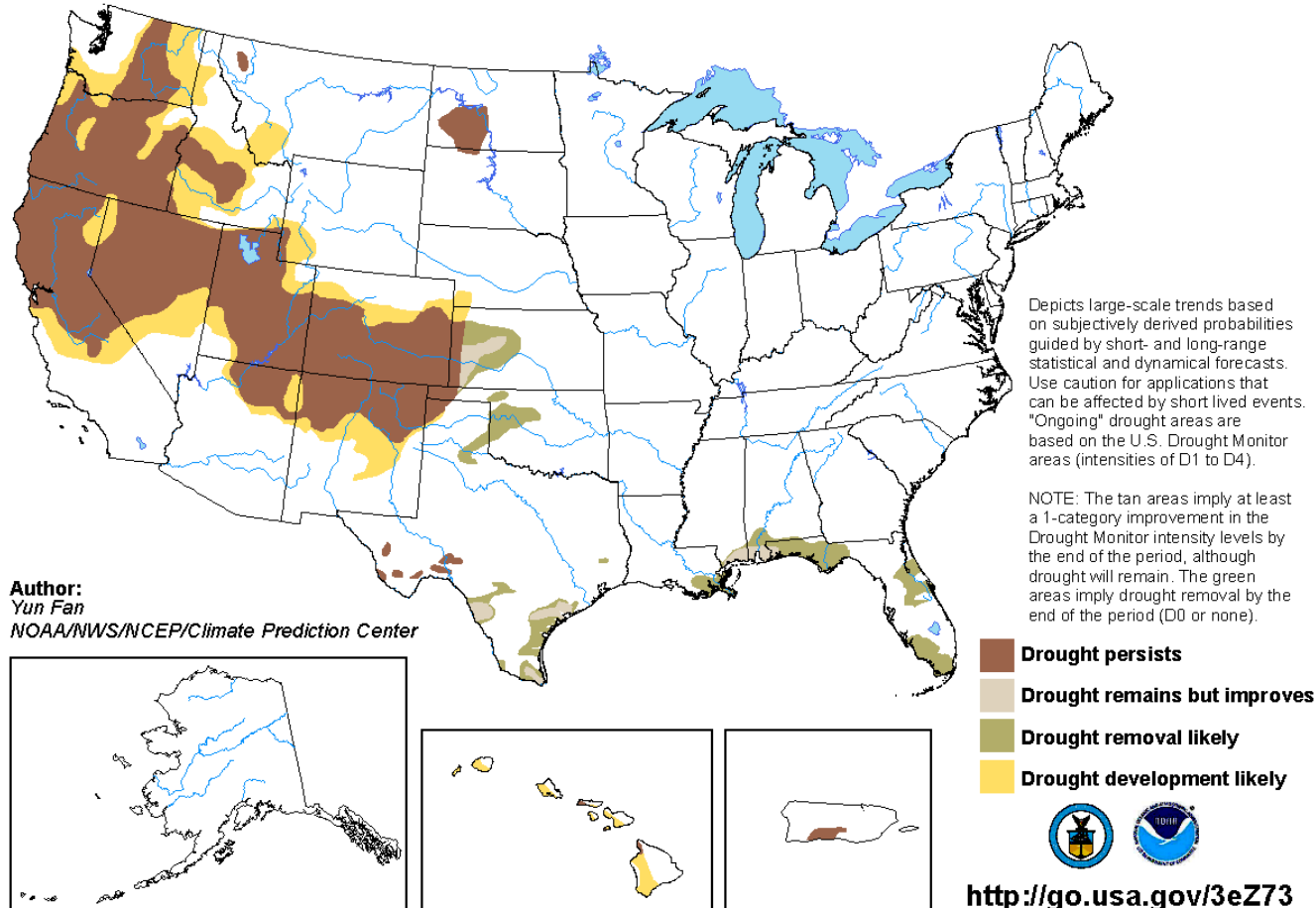
With COVID-19, mass retail repositionings, and new, disruptive technologies all at play on the global supply chain, it's becoming increasingly important to remain digitally-connected and in daily contact with peers in the retail analytics, reporting, supply chain, and sales & marketing spaces. At the start of 2020, we launched our LinkedIn Group to share the latest industry news, articles, and insights which may affect us all. Are you in the know? Join today using the link below.

**JOIN LINKEDIN GROUP**



## U.S. Seasonal Drought Outlook Drought Tendency During the Valid Period

Valid for May 21 - August 31, 2020  
Released May 21

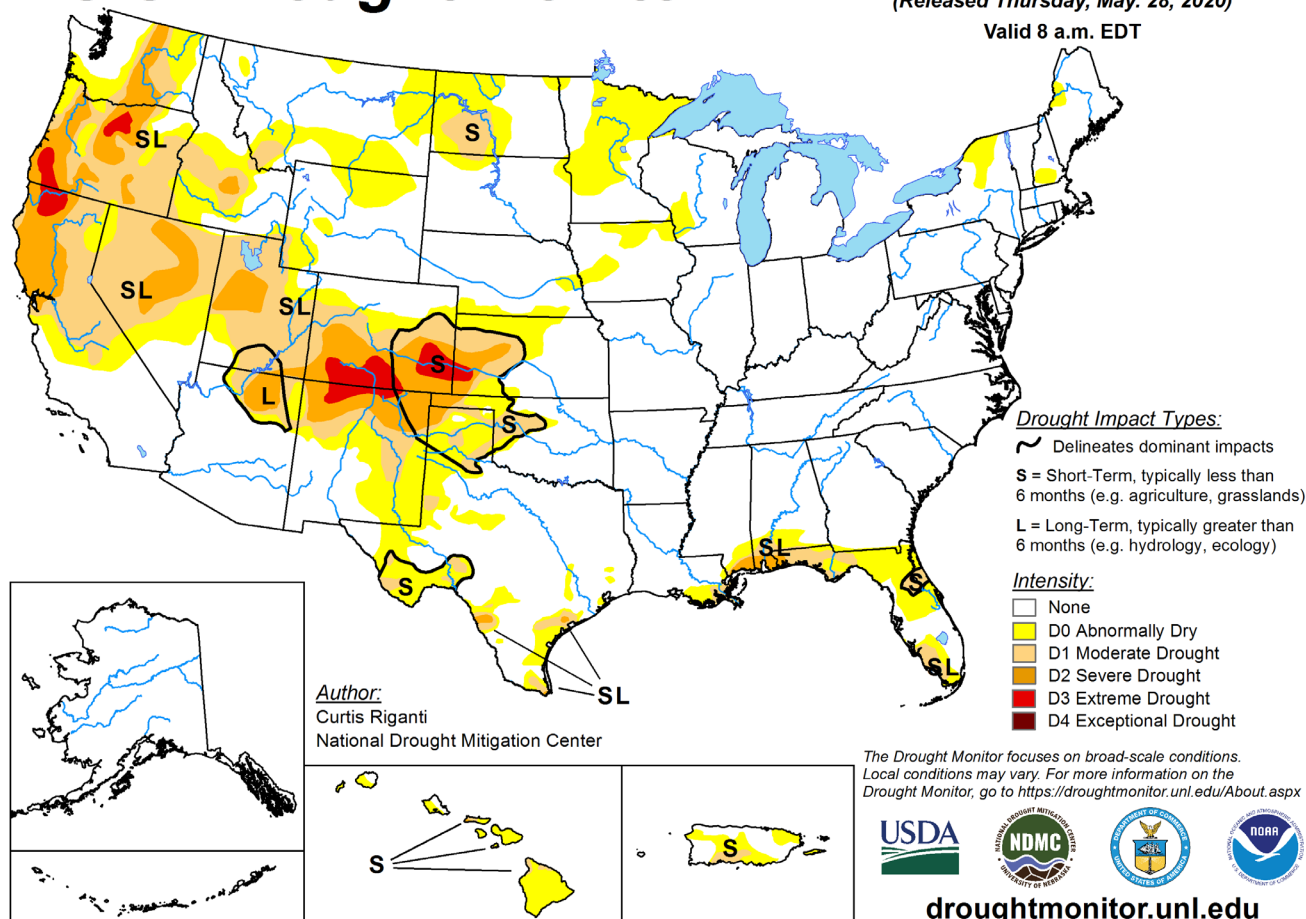


## U.S. Drought Monitor

May 26, 2020

(Released Thursday, May. 28, 2020)

Valid 8 a.m. EDT

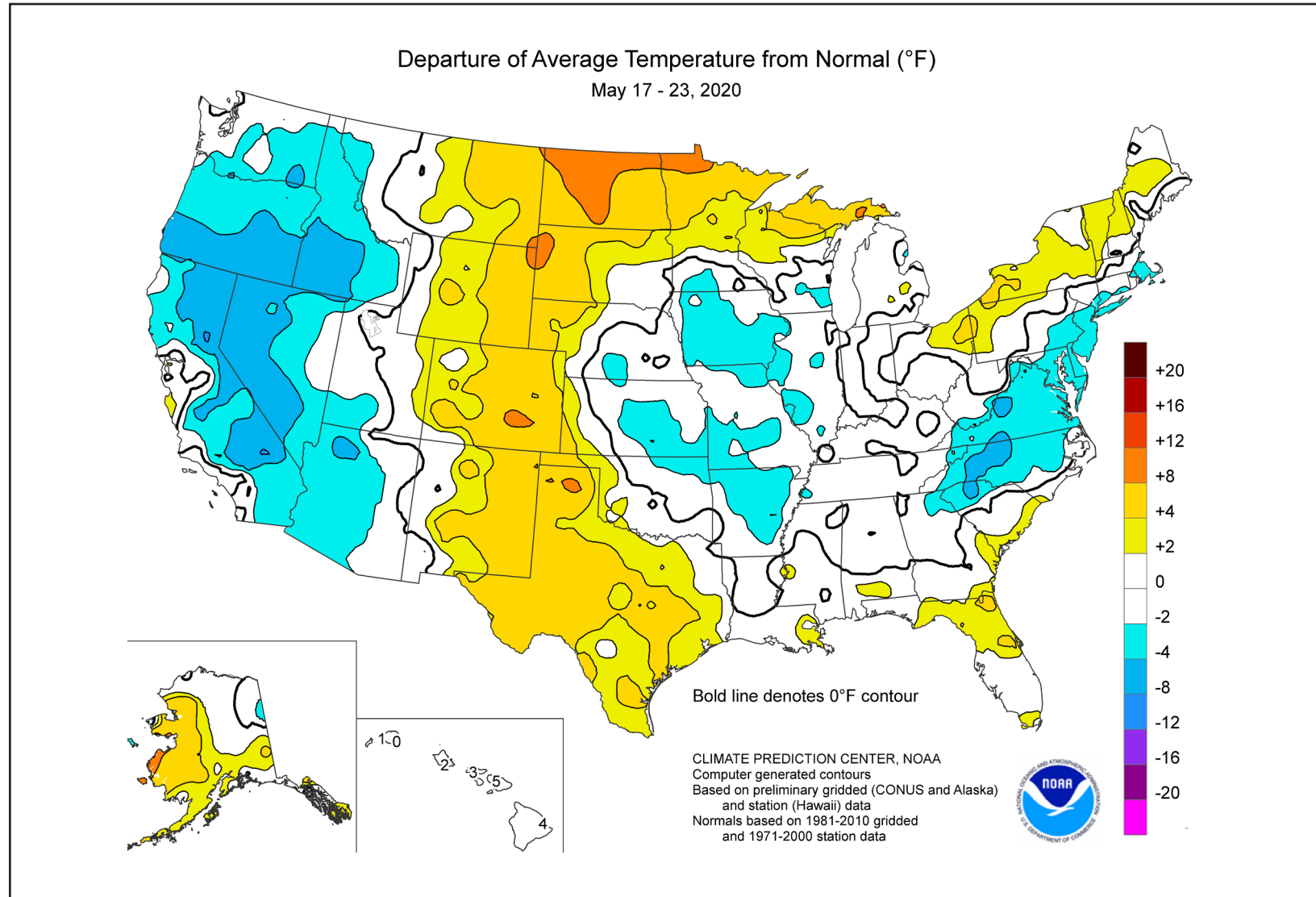




# WEATHER FORECASTS

## DEPARTURE OF AVG TEMP FROM NORMAL

# MAY 20





# ABOUT THE PUBLISHER

Retail POS data holds the key to understanding how your products are performing at a store level. Knowing this, we wake up every morning thinking about how to help you use your data to drive sales and enjoy even more success than the day, week, month or year before. At Accelerated Analytics, we've been collecting, analyzing and reporting on POS and EDI 852 data for some of the biggest brands in DIY, home & hardware, beauty, consumer products, and fashion since 2003. Our team includes talented project managers, database engineers and business analysts with a passion for retail and a knack for numbers. And our dynamic sales, marketing and administrative staff keep us inspired and our business moving forward. Together, we'll transform the way you use your POS data. It will be easy to use, timely, insightful and powerful. Welcome to Accelerated Analytics.

**YOU READY TO WIN? >>>**

# ABOUT ACCELERATED ANALYTICS

## DIY CUSTOMER SNAPSHOT

# MAY 20

Welcome to our sweet spot! DIY, home and hardware vendors count on Accelerated Analytics to provide them with the expert reporting solution they need to empower their Sales, Marketing and Store Operations teams. These teams have utilized our product and store level analytics to exceed sales goals, increase orders to fully stock their shelves, test plan-o-gram efficiencies, and prepare for line reviews. We understand the home improvement retail business inside and out and we've developed a solution that is specifically targeted to and designed for a DIY vendor. Here are just a few of the DIY Home & Hardware brands we've worked with over the years. Learn how we can empower each member of your team like Account Executives, Business Planners, Field Reps and your IT Manager on the DIY, Home & Hardware Solution page of our website!



# ABOUT ACCELERATED ANALYTICS

## BEAUTY CUSTOMER SNAPSHOT

# MAY 20

The Beauty category is complex and ever-changing with new product launches, strong competition and non-stop promotions. We know that you face unique challenges related to data collection and analysis, and that it's critical to have detailed data that you can leverage to drive success in your business. Our expertise – based on years of working with beauty retailers like Dillard's, Macy's, Ulta, Sephora and Nordstrom – has enabled us to develop an invaluable solution that matches the speed of your business. Here are just a few of the beauty brands we've worked with over the years. Learn how we can empower each member of your team like Account Executives, Business Planners, Field Reps, Beauty Consultants and your IT Manager on the Beauty Solution page of our website!



# ABOUT ACCELERATED ANALYTICS

## FASHION CUSTOMER SNAPSHOT

# MAY 20

Accelerated Analytics has extensive experience working with fashion vendors to overcome your unique challenges. We know how to work with all of your retailers, no matter how they provide data. Plus, we take the data a step further by integrating your item catalog, shipping data, markdown information and other key files for a comprehensive reporting solution. Here are just a few of the fashion brands we've worked with over the years. Learn how we can empower each member of your team like Account Executives, Business Planners, Field Reps and your IT Manager on the Fashion Solution page of our website!

AndraGroup



BRAHMIN  
*Redefining timeless style*

DOONEY & BOURKE

E. GLUCK  
CORPORATION



GUESS

Hammitt  
LOS ANGELES

havaianas®

HOB0

Jack Rogers



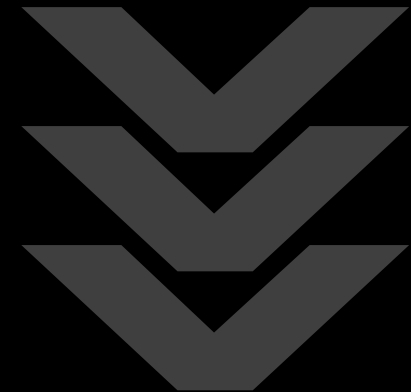
L'image Inc.

the  
sak



Vera Bradley

VIONIC®



# ABOUT ACCELERATED ANALYTICS

## SUPPORTING OVER 100 RETAILERS

# MAY 20



# ABOUT ACCELERATED ANALYTICS

## COMMON PROBLEMS & OUR SOLUTIONS

# MAY 20

**PROBLEM:** Gathering POS data across multiple customers & standardizing for reports consumes valuable IT & business resources.

**SOLUTION:** Gathering EDI 852 and retail POS data from portals is automated to eliminate manual handling.

**PROBLEM:** Your sales and planners need POS reporting but the IT department is too busy to tackle a new project.

**SOLUTION:** We do all the work for you. You'll get a project manager to make sure your reports are built to spec in a timely fashion.

**PROBLEM:** Most of the analyst's week is spent creating reports instead of analyzing the data and creating action plans.

**SOLUTION:** Your reports are ready within hours of retailers transmitting your data, enabling you to visually identify trends and quickly pinpoint slow-moving items or stock-out situations. You'll be able to immediately execute strategies that will optimize inventory levels and increase sales.

**PROBLEM:** Each analyst has their way of calculating key metrics & formatting reports, so comparing results is difficult & time-consuming.

**SOLUTION:** Our reporting standardizes formatting so the reports are readable to anyone and everyone in your organization.

**PROBLEM:** Time & effort to analyze UPC/store level data is manually impossible, so you miss important details where you can take action.

**SOLUTION:** Quickly and easily analyze your data at the store and item level with one-click drill, sorting and filtering. Our tool allows you to view both demographics and weather by store and zip codes. You'll be able to generate a full profitability analysis with ease.

**PROBLEM:** Retailers want reports on their calendar & stores grouped by their terms, but managing that across all customers is a huge hassle.

**SOLUTION:** You can view your data with one-click access to dashboard views that include dozens of expert reports for top sellers, sell-thru, on-hand and stock-out exposure. Exception highlighting brings problems quickly into focus. Plus, use our mobile app on your tablet or smart phone when you're on the go.

GATHER

TRANSFORM

STORE

VIEW

ANALYZE

COLLABORATE

Gathering your EDI 852 and retail POS data from portals is automated to eliminate manual handling. History can be loaded for year-over-year comparisons. Viewing your dashboard is as easy as a single click. Your data is compiled into rich reports, as well as graphs and charts for easy viewing. Dozens of reports are available for top sellers, sell-thru, on hand and stock outs, plus exception highlighting brings problems quickly to your attention. Additionally, our mobile app allows you to stay in the loop when you're on the go. Analyzing your data is made faster, easier, and - dare we say it? - more fun when you use our tools to sort and view your info by demographics, weather, store, zip code, and more. Identifying sales and inventory trends are now as simple as checking your dashboard, allowing you the freedom to take the time you need to generate your profitability analysis and implement your findings. Storing your data no longer requires you to house your own server. Our solution is cloud-based and all data, including historical data, is stored at an item and store level in a customized data warehouse specifically for your business.





# ACE<sup>®</sup>

## *Hardware*

Sell at ACE? We now have ACE corporate store insights! In addition to The Home Depot, Lowe's and other top DIY retailers, Accelerated Analytics now has insightful Ace corporate store sales and forecast data to add to your reporting. To learn more, connect with Chad at **941-238-9080** or via email at **[chad@acceleratedanalytics.com](mailto:chad@acceleratedanalytics.com)**.

# FAMILIARITY

Whether this is your first time exploring what POS data is capable of providing insights on (or even if you have interacted with POS data reporting solutions in the past), it's imperative that you do your due diligence and familiarize yourself with the latest tools and resources now available to your team. Accelerated Analytics has grown substantially over the past 16+ years and so too has our platform's POS reporting capabilities. Like the continuing education you may get from annual industry conferences or online industry research, staying aware of updates to solutions for everyday operational hurdles you face may save your team millions and give your brand the edge it needs to stay ahead of an increasingly competitive market. Let's schedule some time to demo what our solution is capable of...

SEE WHAT WE DO BEST





# PAIRING

No one knows your team's data needs like you do. And you, more than most, understand the ever-increasing role that accurate, timely and well-coordinated POS reporting plays in the successful management of your operations. Of course, the Accelerated Analytics reporting solution is dynamic and provides multiple insights for your team (with more data points than your retailers provide). In most cases, it'll be up to you to make sense of all these data connections. The good news is that you're not alone in determining how to bridge your data needs with our data solutions. Our team is ready to help with flexibility on both data input and data output (a core strength of the Accelerated Analytics platform). So let's discuss what insights you need to hone in on and just how we can help...

SEE US HARMONIZE DATA





# TIMING

Sometimes you just don't have the resources or bandwidth to dive into the reporting tools that you know your team needs to push forward to the next level. Unfortunately, this is quite common (and not just in our industry). Also unfortunate, is that this may have been the case for quite some time. Let's connect and review how our team can help your team make the transition to effective, actionable POS data a smooth one...

LET'S PLAN IT OUT





# FEATURES

The true power behind POS reporting tools is their ability to adapt to the needs of your teams and systems. If it's been a few months since you've seen the Accelerated Analytics POS reporting solution, then you may not know the breadth of powerful options our solution has grown to include today. From agile source feeds and output formats to customizable data points, reporting templates, and delivery methods / frequency, the Accelerated Analytics POS reporting solution may be more than you had originally hoped. Let's connect and see what specifically your team is looking for (even if that's down the road). Because if it's not already under the hood, custom solutions are in our wheelhouse too...

[EXPLORE OUR FEATURES](#)



# PRICING

One of the most difficult conversations to have can be pricing - but it doesn't have to be. We're data enthusiasts and providing your team with practical and actionable analysis on the raw data you see everyday is what we do - it's our craft. Helping you get from spectator to user of our platform can sometimes just be a matter of uncovering the costs your team is already incurring by not having access to the right data at the right time (right now). Let's connect and explore just how much Accelerated Analytics' POS data reporting solution might be able to help your operation save...

LET'S FIT YOUR BUDGET





# POLITICS

Maybe you've been on board with the positive impact that POS reporting can have for you and/or your team, but someone at the office is holding your team back from pushing the go button. Whether it's the status quo or there's a new member on the team (even if you are that new member), there's a case to be made for changing up the paradigm that your team has been facing... we can help you more-clearly define your options going forward. We have a customizable solution that can help turn the tables on what your team may think of as insurmountable problems. Let's connect, go over the issues your team members have brought up, and see how we can get your brand aligned and moving forward with a cohesive strategy...

LET US MAKE THE CASE





# TRUST

Don't worry, we don't take it personally... trust is the cornerstone of the long-lasting relationships we hold dear. Accelerated Analytics has helped build many of the global brands we all know by delivering the business intelligence these brands base their next moves off of (where they've needed it and how they've needed it) - all while honoring the integrity of the reporting and relationships the reporting serves. But of course, how would you know this without knowing us? Let's set up a call and go over your brand, its unique hurdles and how we've helped other brands with similar issues overcome and thrive in what has become an increasingly competitive market. Let's get to know one another...

LET'S MEET



# WHICH ARE YOU?

IT MANAGER

FIELD REP

ACCOUNT EXECUTIVE

BUSINES PLANNER

# A DAY IN THE LIFE OF: ACCOUNT EXECUTIVES

It's first thing Monday morning and your team needs the latest sales data. You log in to the Accelerated Analytics portal and in under 20 minutes you're able to pull the reports and give everyone exactly what they need. You've e-mailed a scorecard of top-line business results across all of your retailers to the executives, you've sent SKU/store level reports of units and dollar sales, sell thru, and percent-to-plan data to the field sales teams, and your planners have already accessed the exception reports on their smart devices so they can address store-level sales and out-of-stocks with their buyers. You also gave them forecast and recommended order reports to make their day even easier. Because you have **THE TOOLS YOU NEED TO WIN AT RETAIL®**



**A DAY IN THE LIFE OF:**  
**BUSINESS**  
**PLANNERS**

You're about to meet with a buyer from a key account. Just before your meeting, you log in to the Accelerated Analytics portal to access historical data. Based on past sales, you're able to quickly and easily predict all inventory needs, and to suggest order quantities to the buyer. You have a nation-wide promotion coming up and with this sort of control, you're now ready to monitor price points (as well as the success of your promotion in this retailer versus their competitors). This meeting's in the bag. Because you have **THE TOOLS YOU NEED TO WIN AT RETAIL®**

## A DAY IN THE LIFE OF: **FIELD REPS**

You're about to visit a few of your stores. You have all of the exception data you need... where you're out of stock, where stock just isn't moving, and all sorts of insights to help you maintain optimal numbers. With AcceleratedAnalytics, you can now take this info with you into the stores on your mobile device. Instead of showing up at a store and walking the floor to see how your business is doing, or waiting for the manager to provide you with sales numbers, you have all the information you need in hand to address each store's individual issues. Because you have **THE TOOLS YOU NEED TO WIN AT RETAIL®**

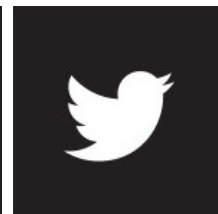
# **A DAY IN THE LIFE OF: IT MANAGERS**

It's Monday morning and your company just launched the Accelerated Analytics tool last week. You arrive at work, and unlike every previous Monday, you don't have to spend hours collecting data from your retailers, calling retailers to find late data, or logging into portals to manually pull information. The data that your team relies on has already been collected and harmonized by Accelerated Analytics. Further more, the reports have automatically been distributed to each of your pre-determined end users. Now, your message box isn't full from sales and field teams asking where their reports are (because they already have them). With your new reporting tool, they can now focus on hitting their sales goals and filling inventory gaps. Even better, if there's something else they need, they are empowered with the tools they need to research the information themselves. Across your organization, everyone is looking at the same reports and they're on the same page each step of the way. You've eliminated a major drain on resources and the ROI is already being felt throughout the company. You grab some coffee and start working on an initiative that's been on the back-burner for months now. Because you have **THE TOOLS YOU NEED TO WIN AT RETAIL®**

# OUR BLOG

In between RIBB editions, be sure to stay up to date with the Accelerated Analytics Blog and by connecting with us on social media. Follow us on Facebook, Twitter and LinkedIn for retail industry, economic, and company news!

# OUR SOCIAL



# IMPORTANT DISCLAIMER

Copyright 2003-2020 Accelerated Analytics, LLC. All rights reserved. The material, information and analyses herein (the “Content”) may include certain statements, estimates and projections prepared with respect to, among other things, historical data and anticipated performance. Such Content may reflect various assumptions by Accelerated Analytics, LLC. (Accelerated Analytics) concerning anticipated results that are inherently subject to significant economic, competitive and other uncertainties and contingencies and have been included for illustrative purposes. Content is provided to you on an “AS IS” basis and, Accelerated Analytics, together with its third party providers, do not make any representations or warranties as to the Content and, to the fullest extent allowed by law, exclude all implied warranties (including but not limited to, warranties of merchantability, title and fitness for a particular purpose) regarding (a) suitability of the Content; (b) the accuracy, availability, reliability, currency, completeness or timeliness of the Content; and (c) the results obtained from accessing and using the Content. Accelerated Analytics does not represent or warrant that the Content is error-free or that any defects will be corrected. The Content herein is for information purposes only and under no circumstances should be relied upon as advice or recommendations for any particular business or activity. All Content, graphics, and trademarks incorporated in or forming a part of this report are owned by Accelerated Analytics, or its third part providers. All rights reserved. Modification or distribution of the Content without prior, individual written consent of Accelerated Analytics is strictly prohibited.