



Five Ways to Diagnose Retail Performance with Sisu

Drive decisions with data, not divination

In every retail category, windows of opportunity open and close rapidly and without warning. The brands that prevail are the ones that can make the most informed, confident decisions about where to invest, find new customers, and adjust product to meet demand. To join their ranks, you need to look at your key metrics with a different, more diagnostic lens. Here are five ways Sisu can help you get ahead of the competition:

Go beyond simple dashboards and see what drives key order metrics

When key retail metrics like Average Order Value (AOV) and Units Per Transaction (UPT) fluctuate, it can be challenging to understand why. Instead of manually slicing and dicing dimensions like product, price, discounting, day part, customer segment, and more, Sisu automatically explores every possible combination to find what's driving change in your most critical metrics.

Overview

Average Order Value

Previous month

Current month

47.61 → **44.83** ↓ 6%

About the analysis

10M combinations, 162K columns

Diagnose rapidly changing subscription conversion and upsell rates

When you're running dozens of promotions and multiple trial paths, how do you know what's really driving successful trial conversions, and with which groups? Sisu can identify which promotions have biggest impact to your overall success in seconds.

Top populations driving **Trial conversion**

Subpopulation	Average	Prevalence	Impact
Age group = 18 to 24 Platform = web	22% ↑ 0.34x	20.3%	↑ 1.4%
Age group = 36-42 Ad = 2810Y1	12.6% ↓ 0.29x	19.6%	↓ 6%

Build and track more meaningful customer segments

Whether you're focused on growth or customer retention, understanding customer trends is critical. But when basic customer demographics only tell part of the story, you need a better way to identify discrete buying groups. Sisu lets you effortlessly drill down into any population and see how their behavior changes over time, and which segments need more investment.

Equip customer experience teams with detailed retention analysis

Diagnosing customer retention rates is a full time job, and even then there's rarely enough time to check every possible factor influencing lifetime value. With Sisu, your team can assess changing churn rates on a daily basis and get proactive notifications when metrics start heading in a better direction (and explain why).

Find the facts on how product preferences are changing over time

Finally, Sisu makes it easy for your team to examine how different products, categories, and even colors combine to drive swings in transaction volume and overall revenue. Uncover high-impact relationships between SKUs without needing any intensive data engineering or prep.



About Sisu

Created from years of research at Stanford University, Sisu helps businesses understand, in real time, what's driving changes in their business. Tuned at massive scale with customers like Microsoft, Samsung, and Upwork, Sisu empowers data scientists, analysts, and executives alike to understand why critical business metrics are changing and guide you towards fast, decisive action.

Founded by

Peter Bailis, CEO

Funded by

Ben Horowitz, a16z
Pete Sonsini, NEA

Powering high-output data analysis at enterprise scale

5M

Facts found for customers in the past year

4M+

Rows analyzed per second

47B

Factor combinations and hypotheses tested (yes, billion)

Getting Started

Whether you're focused on increasing same-store sales, or decreasing the cost of goods in a complex supply chain, Sisu can help you unlock the facts buried deep in your enterprise data.

Get started today at www.sisu.ai, or send us a note at hello@sisu.ai.

Get in touch

✉ hello@sisu.ai
🌐 www.sisu.ai

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