

# Cluster Analytics 4.0



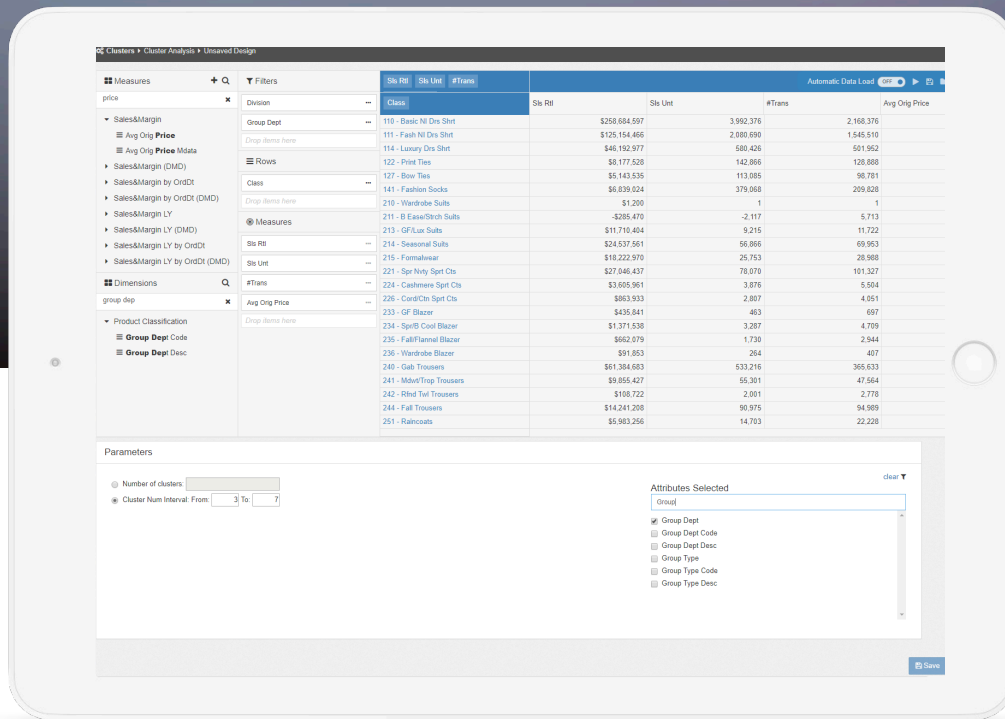
Analyze at speed



Build common strategies for clusters



Gain deeper insights rapidly



Even as businesses are presented with ever-growing data sets of numerous types, analyzing these large volumes becomes a tedious task. In markets like retail, Cluster Analytics 4.0 is a powerful tool to study clusters of data—by grouping a set of objects in such a way that objects in the same group (called a cluster) are more similar (in some sense or another) to each other than to those in other groups (clusters).

Retail stores, bank branches, hospital groups, and other enterprises that have more than one location of operation (nodes) can leverage cluster analytics to build relevant node segments that are homogenous in certain behavioral aspects and can be targeted using the same marketing strategy.

Group Dept	Sls Rtl	Group Type Code	Group Type Desc	Group Dept Code	Group Dept Desc	Sub
100 - Furnishings	26,598,327.32	100	Mens	100	Furnishings	120
100 - Furnishings	21,014,665.23	100	Mens	100	Furnishings	110
100 - Furnishings	22,344,943.11	100	Mens	100	Furnishings	130
100 - Furnishings	18,330,062.04	100	Mens	100	Furnishings	130
100 - Furnishings	19,179,933.12	100	Mens	100	Furnishings	140

Cluster Name	Count	MIN_Sls Rtl	MAX_Sls Rtl
100 - Furnishings_Cluster1	1	26,598,327.32	26,598,327.32
100 - Furnishings_Cluster2	4	18,330,062.04	22,344,943.11
100 - Furnishings_Cluster3	2	6,017,124.53	8,207,880.85
100 - Furnishings_Cluster4	1	32,106,527.65	32,106,527.65
100 - Furnishings_Cluster5	2	11,552,043.30	11,836,322.39

Saved Cluster Analysis

Records 20

Name	Description
Stores_by_margin	Stores by weighted margin and by sells per employee. Divided by Region and Division

Records 5

Original Cluster Name	Cluster Name	Count	MIN_Sales B/E
001 - Northeast_26 - BB Rtl_Cluster1	001 - Northeast_26 - BB Rtl_Cluster1	13	2,091,195.84

Records 5

Cluster Name	Store	Region	Division	Sales B/E
001 - Northeast_26 - BB Rtl_Cluster1	6032-Stamfrd	001 - Northeast	26 - BB Rtl	5,890,154
001 - Northeast_26 - BB Rtl_Cluster1	6062-Peabdy	001 - Northeast	26 - BB Rtl	12,118,351
001 - Northeast_26 - BB Rtl_Cluster1	6088-RiversdW	001 - Northeast	26 - BB Rtl	5,942,844
001 - Northeast_26 - BB Rtl_Cluster1	6095-Annapols	001 - Northeast	26 - BB Rtl	3,995,937
001 - Northeast_26 - BB Rtl_Cluster1	6104-M Street	001 - Northeast	26 - BB Rtl	26,768,352

Showing 1 to 5 of 13 records

ORS Cluster Analytics 4.0 helps clients create a powerful visualization of their products' performance across nodes by:

- Assembling and integrating silo-ed enterprise data
- Applying deep math algorithms, statistical models, and econometrics to business processes
- Bring big data analytics to enrich enterprise data

#### Cluster Analysis

- Allows to group a list of entities (e.g. color ways, stores, class, customers and so on) along chosen qualitative and quantitative attributes
- The user can easily choose the entities using a BI-like entry view
- The platform allows pre-clustering a list of entities along chosen qualitative attributes, and then performing quantitative clustering based on quantitative attributes
- Using the Wald method, the quantitative clustering uses Hierarchical Clustering

One salient feature of this segmentation is the size of data. While a retailer can have millions of customers, the number of stores is usually more limited (100 to 10000). ORS Cluster Analytics 4.0 leverages neural networks to study patterns, gain deeper insights, and build/test scenarios at rapid speed.