## fractal

### **Competitive Intelligence**

# Real-time insights on competition pricing and assortment strategies

Fractal's AI-powered Competitive intelligence solution provides competitive pricing and assortment intelligence by harnessing competitive information available online, organizing it, and delivering it in an actionable form. With fractal's solution retailers can drive profitable growth by making smarter pricing and merchandising decisions using up to date competitive insights.

Navigate dynamic markets with confidence with our competitive intelligence solution. Gain a nuanced understanding of market trends and competitor actions, allowing you to make data-driven decisions that optimize pricing, product offerings, and overall strategy to give you an unparalleled competitive edge in the ever-evolving business landscape

ome Page			mary > Daily Sr							
ine ruge	~	Category	Sub Category	B	and	Price Range	Pri	ce Position	Price Ratio Range	
ily Snapshot	G	All	Al	~ A	11 V	All	<ul><li>✓ Al</li></ul>	V	All	
ce Competitiveness	f11	Price & Stock Snapshot	0							
ce competitiveness	$\bigcirc$	Retailer/Competitors	Matched SKU		Price			Stock		
ce Recommendations				Price Increase	ed Price Decreased	Price Unchanged	In Stock	Total Stocked Out	Recently Stocked Out	
ortment Competitive	De	Retailer	408	19	14	375	278	130	27	
sorunent competitive		Competitor 1	381	48	92	241	341	40	22	
sortment Opportunity		Competitor 2	200	29	22	149	194	6	9	
		Competitor 3	179	57	60	62	156	23	7	
		Changes in Price Leadership & Stock Availability 💿								
		Retailer/Competitors	Avg Pric	ce Position	Avg Discou	int (%)	SKUs In Sto	ck SI	(Us Out of Stock	
		Retailer	1.44	▲ 1.41	49.07 > 4	9.07	278 🔻 279	,	130 🔺 129	
		Competitor 1	1.28	▲ 1.17	50.70 > 5	0.70	341 🔺 340	)	40 🔻 41	
		Competitor 2	1.60	▲ 1.36	30.95 > 3	0.95	194 > 194	1	6 <b>&gt;</b> 6	
		Competitor 3	168	1.50	27.56 🔻 3	7.44	156 🔺 153		23 🔻 24	

#### **Key Components**

**Web Crawling:** Our web crawling capability is configurable to your specific needs, ensuring scalability to handle millions of SKUs. With zip code-level information, we provide insights at a granular level. Our solution allows you to decide the frequency of extraction ensuring you can receive valuable insights at any interval that suits your business operations.

**Product Matching:** Configurable rules along with text parsing, normalization, and human-in-loop verification guarantee precision in identifying exact and similar matches even for private labels.

**Pricing Intelligence:** Take control of your market position by securing a leadership role in pricing. With real-time insights into dynamic price change trends, our solution empowers you to stay ahead. Uncover opportunities for maximizing revenue and improving margins through strategic pricing decisions ensuring your business achieves a competitive edge in the market

	Category	Sub	Category		Brand		Price Range		Price Posi	tion	Price R	atio Range
D	All	All		$\sim$	All	$\sim$	All	$\sim$	All	~	All	
í	Price Variance ①										Table	Trend
>	Retailer/Competitors	Variance	Matched SKU	<30% Lower	20-30% Lower	10-20% Lower	0-10% Lower	0 Change	0-10% Higher	10-20% Higher	20-30% Higher	30% Higher
	Competitor 1	Our Price	381	5.8%	0.8%	1.8%	4.2%	63.3%	10.2%	6.6%	3.4%	3.9%
2	Competitor 2	Our Price	200	4.5%	1.5%	2.0%	6.5%	74.5%	4.0%	4.0%	1.5%	1.5%
	Competitor 3	Our Price	179	7.3%	1.1%	1.1%	9.5%	47.5%	20.1%	7.3%	4.5%	1.7%
	Retailer	Lowest	408	5.1%	0.7%	1.2%	2.7%	55.1%	14.7%	6.6%	4.4%	9.3%
	Retailer	Highest	408	8.1%	1.2%	2.9%	8.3%	61.0%	6.4%	4.2%	1.7%	6.1%
	Retailer	Average	408	5.9%	0.5%	3.2%	7.8%	53.4%	17.9%	6.1%	2.7%	2.5%
	Price Position   Pie  Trend						Price Ratio 0 Table Tr					Trend
						Sub Ca	ategory C	ompetitor 1	Con	npetitor 2	Compe	titor 3
	284 (70%	5) —				Bag		1.01		0.98	0.9	93
					<ul> <li>Position</li> <li>Position</li> </ul>	Rolt		1.11		0.94	0.9	94
					Position			0.96		0.86	0.3	76
				78 (19%)	Position	n 4 Blouse	e	1.36		1.00	1.4	40
		9 (2%)	37 (9%	3		bodys	uit	1.09		1.00	0.9	98

**Assortment Intelligence:** Optimize your product offerings by identifying assortment gaps, overlaps, and freshness. Gain insights into the popularity of competitive items ensuring your assortment stays ahead. This ensures that you are well-equipped to meet customer demand, minimize stockouts, and optimize your product assortment.

	Category	0	Sub Category		Brand	Price Range					
	All	$\sim$	All	$\sim$	All 🗸	All					
Assortment Gaps ①					Drill						
	Sub Category	Retail	er	Competitor 1	Competitor 2	Competitor 3					
	Bag	41		42	31	19					
	Belt	13		14	7	4					
	Blazer	8		7	4	4					
	Blouse	4		3	2	1					
	bodysuit	3		4	2	1					
	Boots	16		15	11	12					
	Bracelet	celet 7		9	2	4					
	Freshness & Availability Trend										
	Freshness In Sto	k Out of Stoc	k			Retailer					
	100%										
	50%	•		•	•						
	0% 22 23 24 25 26 a W4	7 28 29 30 31 W5	1 2 3 4 5 6 W1	7 8 9 10 11 12 13 14 15 16 W2 W3	17 18 19 22 23 24 25 26 27 28 1 2 3 W4 W5 W1	4 5 6 7 8 9 10 11 12 13 14 1 W2 W3					

#### **Why Fractal**



#### **Robust product matching**

Our unified platform combines text and image recognition, accurately identifying exact and similar match SKUs. Fueled by tailored deep learning architectures and retail-specific heuristics, our method goes beyond conventions. This results in high accuracy in product matching setting us apart in delivering reliable and precise insights.



#### Customizability

We offer ability to configurable rules for product matching and ensure high accuracy with humanin-loop verification. Fractal's commitment to precision means you can trust the insights provided, tailored to your specific needs.



#### **Domain expertise**

Our solution is distinguished by the infusion of extensive retail domain experience and expertise. This ensures that our insights and strategies are not just data-driven but enriched with a deep understanding of the retail landscape. With us, you gain the advantage of seasoned professionals guiding your decisions, elevating your competitive edge in the market



#### Speed and scale

Our solution is designed to handle the scale of your enterprise needs, whether managing tens of thousands of products or monitoring numerous competitors our platform is built to accommodate your expansive requirements. With the ability to go live in just 4-6 weeks, you can swiftly access actionable insights and gain a competitive advantage.