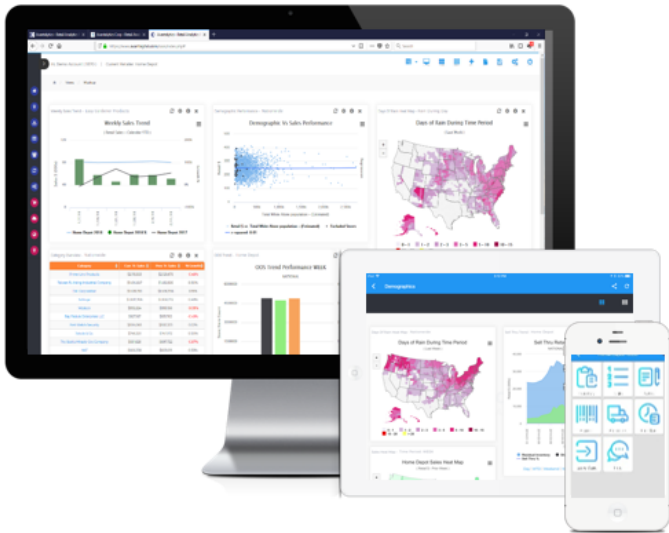


# What's New

Welcome to the Avantalytics blog feed! Many companies use their news feed to give overall company events. We think its way cooler to use our news page to show you how we're always making our services better!

We're always working to advance our service offerings to empower our retail partners and their suppliers. Browse below to find information on new features, site updates, tips and more! You can also use the search bar below to directly locate a topic.

Search



## Monitoring Markdowns

Avantalytics Support posted on Jun 11, 2019

Published 6/11/19 – In perishable product categories such as live goods and groceries it is imperative to monitor your markdowns due to damage, expiration and more. In Avantalytics this data is powered by our field service management and Avantalytics Mobility - our native app. Through this service your field people can use their mobile devices to log markdowns and the data is stored in the overall system. But monitoring your markdowns globally can still be a chore - until now....



## Days Of Rain Insight Panel - Now with Year-over-Year Difference Capability!

Avantalytics Support posted on May 23, 2019

Published 5/23/19 – After seeing the latest Home Depot and Lowe's earnings for Q1 2019 and the fact that both cited the "Wettest February in over 20yrs" as an impact on their results, we decided to upgrade our Days of Rain Insight to allow you to compare the number of days of rain in the period of your choice to the comparable period the year prior. The results for our real world test are below and show the the West experienced most of the rainfall difference, with some impact in the Carolinas....



## Watching Your Weeks Of Supply (WOS)

Avantalytics Support posted on May 13, 2019

Published 5/4/19 – With one of the largest Spring holidays over for Outdoors DIY its a good time to start taking a look at your inventory. One key metric to look at is Weeks of Supply (WOS) - which gives you a good metric to look at how long your inventory will last, but when used at an

aggregated level its best to do some group analysis. To help in this - we've added a Store Sales Vs. Weeks of Supply insight. The insight panel allows you to select custom item groups,...



#### [New - Daily Sales Trend Insight Panel](#)

Avantalytics Support posted on Mar 19, 2019

Published 3/19/19 -- While Spring may be very elusive so far this Spring, we decided to deliver the arrival of the April Insight update early to make up for it. This one couldn't be more timely either. If you're familiar with the Weekly Retail Sales Trend panel or Region Weekly Sales Trend panels and are lucky enough to be loading daily sales and inventory data, you've probably wondered how to get daily granularity information to match....



#### [This Month's Insight Panel Update -- Context Menu Report Drill-Thru](#)

Avantalytics Support posted on Mar 01, 2019

Published 3/1/19 -- In our March monthly insight panel update we put a little twist on the monthly update pledge. Instead of featuring a new insight panel, we've added a helpful feature as an enhancement to a number of insights - the ability to right-click for a context sensitive menu giving you the option to immediately run a number of relevant reports. In our on-going quest to make data as easy as possible to explore - this extends the standard link drill-through to a whole host of options....



#### [New Temperature Trend Insight Panel](#)

Avantalytics Support posted on Feb 16, 2019

Published 2/16/19 -- Our latest monthly insight panel update to our insight panel library brings a new addition to the Weather Analytics service component. The insight panel is "Temperature Trend" and is designed to make it super easy for you to visualize temperature data in a given region over time. The benefit of this is that you can also see metrics about the changes. Because temperature changes are random in the short term,...



#### [New - Employee & Store Hours Scheduling - Made Easy!](#)

Avantalytics Support posted on Feb 11, 2019

Published 2/11/19 --- For our merchandising company clients, managing and coordinating and tracking field visits by employees during season can be a hassle - especially when you're talking about hundreds of stores and thousands of field employees. Add turnover in and the job can seem like managed chaos. Luckily, we're into managing chaos and to help with this problem we've added a store/employee hours scheduling interface that is easy to use with drag and drop capabilities....



#### [Category & Competition Monitoring Update](#)

Avantalytics Support posted on Jan 23, 2019

Published 1/23/19 -- We recently finished an upgrade to your category and competitive monitoring service. In addition to enabling new metrics, we upgraded the interface to make evaluating your items vs your competitors nearly seamless. The upgrade also centralizes important visualizations so you can remain in the category monitoring research results while viewing key visualizations including price change maps, price trend analysis, price point distributions....



#### [Automated Ordering - Suggested Order Report \(122\) Now Available](#)

Avantalytics Support posted on Jan 14, 2019

Published 1/13/19 -- For our customers utilizing our automated ordering engine we're happy to announce the initial release of report 122 - which is a report output mirroring the results of you running a particular ordering template. The benefit of this report is that it allows you better access to the computer generated results. While the user interface for altering automated orders is flexible, sometimes you may just want to see what the computer deemed necessary....



#### [Custom User Groups - Now Available](#)

Avantalytics Support posted on Jan 10, 2019

Published - 1/10/19 -- Good Morning, we've been working on integrating a new feature known as "User Groups" to complement our Merchandising and Field Sales Management service. If you're a client of this service, being able to group and filter and report on users based on pre-defined lists is a welcome new feature. To utilize this feature - we've added a new option within "Manage Your Team" - called "Manage User Groups". See below....



#### [New Insight Panel - Retail Promotions](#)

Avantalytics Support posted on Jan 07, 2019

Published 1/7/19 -- We've just added a new insight panel for the Category Management and Monitoring service - its called "Retail Promotions". The goal of this analytic panel is to allow you to monitor and review recent promotions, both for your items as well as your competitors. The gear customization options for this panel are flexible to allow you to limit the time period, regions, and items which you wish to see. Moreover, this panel allows you to view which type of promotion - sale,...



#### [Web Report Totals Now Viewable at Top or Bottom Of Data](#)

Ross Carver posted on Dec 29, 2018

Published 12/29/18 -- A customer request lead to this enhancement - its a simple one to understand, but important to us as we're always looking to improve the user experience and usability of the facets of our services. Toward this end, we've added a user configurable parameter that allows you to choose whether you'd like to have the totals in the web reports summarized above or below the report data....



#### [Competitor Pricing Over/Under Insight Upgraded!](#)

Ross Carver posted on Dec 20, 2018

Published 12/20/18 — As part of an overall update to our competitive monitoring and category management service, we upgraded this insight panel to allow you view the number of instances where your items are over or under priced by allowing you to group the counts over any of your 24 categorization paradigms you may have set up. Previously the insight only reported totals by market/patch - and this remains the default choice, but now you can use the gear to select alternate grouping methods....



[Check out the newest updates to the Avantalytics app!](#)

Amy Midkiff posted on Nov 05, 2018

Published 11/5/18 — We're always improving the customer experience here at Avantalytics. We've introduced a couple of great features to the Avantalytics app that will look familiar to home office staff. We think it's important to allow any person working for a company to go mobile if they need to. Now, on the Avantalytics app, which is available in the iTunes <https://itunes.apple.com/us/app/avantalytics/id1419813253?mt=8> and Google Play <https://play.google.com/store/apps/details?id=com...>



[Create beautiful custom-zoomed maps](#)

Amy Midkiff posted on Nov 02, 2018

Published 11/2/18 — We have to admit, here at Avantalytics one of the things we are most proud of are our brightly colored heat maps. These insight panels provide a vibrant way of quickly seeing a large amount of data and being able to mentally process it in a holistic way, which is a great way to display different types of data for different types of learners. Their ability to also zoom in on specific regions allow users to customize their views to suit their needs....