

Inventory Insights

Overview

If you simply focus on sales without focusing on inventory, you are missing out on a big piece of the pie. Our suite of Inventory Insights panels help you understand how your inventory is moving, how it's not moving and helps you quickly zero in on problem areas in your inventory, so you're not spending time and money sending field team members to every store trying to find needles in haystacks. Our panels help you understand your sell thru percentages by category, time and geography. They help you wrangle "phantom inventory," which is the very real and very frustrating phenomenon where your data says you have stock on hand at a store but you can't see that the items are selling at all and don't know why. Take a deep dive into your inventory data with our Inventory Insights and stay ahead of the competition! Insight Panels covered in this documentation section include:

- [Sell Thru Trend](#)
- [Phantom Inventory Trend](#)
- [Sell Thru Cost \\$ By Category](#)
- [Sell Thru Units By Market](#)
- [Sell Thru By Retail Region](#)
- [Sell Thru By Category](#)
- [OOS Trends](#)
- [Sell Thru Retail \\$ Heat Map](#)
- [Sell Thru Retail \\$ By Category](#)
- [Sell Thru Custom Region](#)