

## What is it?

- **Est.1995. Monthly sales performance reports** are relied on by the retail sector, press, analysts and government as an indicator of the health of the UK retail industry.
- An online analytics tool that gives retailers the **ability to benchmark their performance** against the rest of the retail market.

## What's changed?

### GONE ARE:

- ✗ **Weekly, standalone** excel tables!
- ✗ **Hefty downloads** or trawling through data.

### WE'VE INTRODUCED:

- ✓ **Market Analysis** with just a few clicks!
- ✓ This unique tool allows retailers to **view of sales performance and growth ranking by category**, and by a defined period, for the first time.

### PREVIOUSLY

- Visibility of weekly sales data
- **Six years** of historic data
- **Data that can be sliced and diced** to view defined periods of time, by channel, category and region

- Static Excel spreadsheet output

### NOW

- A **dynamic analytics platform** allowing manipulation of large datasets and trend analysis.

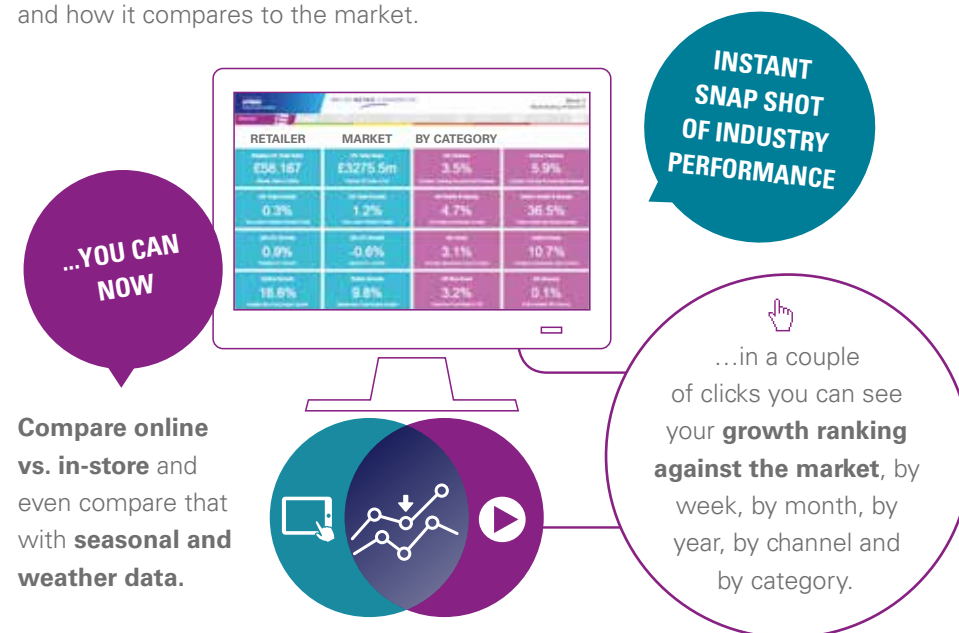
**All graphically represented** and easily downloaded into Excel, so you can incorporate it into your internal reports

- 12 viewable categories
- **c. 20** viewable categories and more to come

## The tool

The new **BRC-KPMG RSM** has a dynamic interface providing far greater insight and improved usability.

In one click you can see the home page dashboard detailing your sales performance and how it compares to the market.



If you have any further questions please contact the [brckpmgrsmhelp@kpmg.co.uk](mailto:brckpmgrsmhelp@kpmg.co.uk)