

Business Intelligence
For Retailers

Retail Performance Analysis with Power BI

Discover how to create your own performance dashboards for your retail network



About us:

#Business Intelligence Retail #Geomarketing #Location Intelligence #Power BI Retail #Reporting Retail #Sectorisation #KPI Retail

In today's unpredictable environment, fully leveraging the geographic dimension of your data is a strategic necessity for every organization.

At **Galigeo**, we empower businesses to improve operational performance across all departments by combining **location intelligence** with **predictive analytics**—directly integrated into solutions like **Power BI**.

Our software connects with operational databases (ERP, CRM, BI, etc.) to visualize, analyze, and act in real-time. Whether you're managing retail networks, marketing campaigns, field operations or distribution, Galigeo helps you stay focused on your core business with location-driven decisions.

We pioneered location intelligence in Europe, and we've expanded our value proposition by integrating cutting-edge **AI and machine learning** capabilities. Today, our solutions like **Predictive POS** allow you to anticipate store performance and optimize every square meter.



Galigeo +  **Power BI** = Smarter Retail Decisions

Sommaire

Retail Performance Reports – What Are They? <i>Understand the value and impact of reporting tools tailored for store networks</i>	04
Why Business Intelligence Is Transforming Retail <i>Discover how BI reshapes decision-making across store operations</i>	09
Who Uses Retail BI and Why <i>A look at the roles that benefit most from performance insights</i>	13
Power BI: The Essential Tool for Retail Performance <i>Why Power BI stands out as the top platform for retail analytics.</i>	18
What Data to Use and Where to Find It <i>Identify the key datasets that fuel your performance dashboards</i>	21
Financial Performance Indicators <i>Track revenue, margins, CAC and profitability with precision</i>	23
Sales Performance Indicators <i>Measure what drives conversions, ticket size and team performance</i>	27
Merchandising and Inventory Metrics <i>Optimize stock turnover, shrinkage, and assortment impact</i>	30
Customer Behavior Analysis <i>Leverage location data and purchasing patterns to refine strategy</i>	33
Examples of Dashboards in Power BI <i>Real-life visuals to inspire your reporting design</i>	37
Generate Custom Power BI Reports – In Just a Few Clicks <i>How to democratize reporting for all stakeholders with Power BI</i>	41
	44

01

CHAPTER 1.

Retail Performance Reports - What Are They ?

Retail Performance Reports

– What Are They ?

In a highly competitive industry where margins are often tight, retailers need precise, actionable data to make informed decisions.

That's exactly what **retail performance reports** provide: a comprehensive view of network performance that helps optimize operations at both the store and network levels.

Retailers who adopt performance reporting tools soon find them indispensable. Once they've experienced it, they never go back.

These reports consolidate and present key data across business areas—sales, logistics, customer behavior, finance, inventory—into intuitive, decision-ready dashboards. They enable you to:

- Compare KPIs across individual stores and at the network level
- Benchmark performance and uncover best practices
- Identify improvement opportunities
- Establish consistent strategies across the network

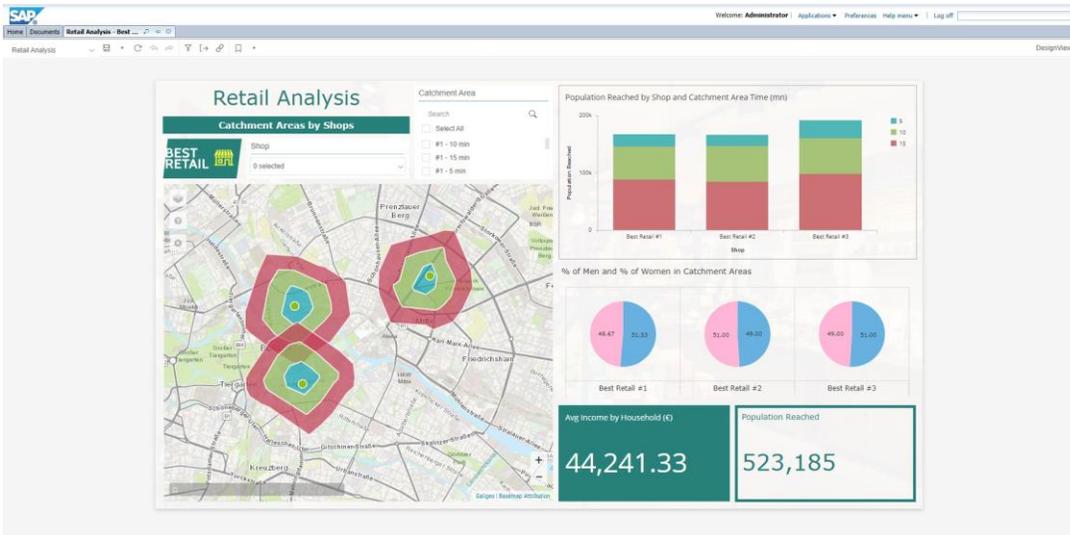


By integrating this intelligence into Power BI, you gain interactive dashboards that show the full picture—across sales, logistics, marketing, and operations—accessible to every stakeholder, from head office to in-store teams.

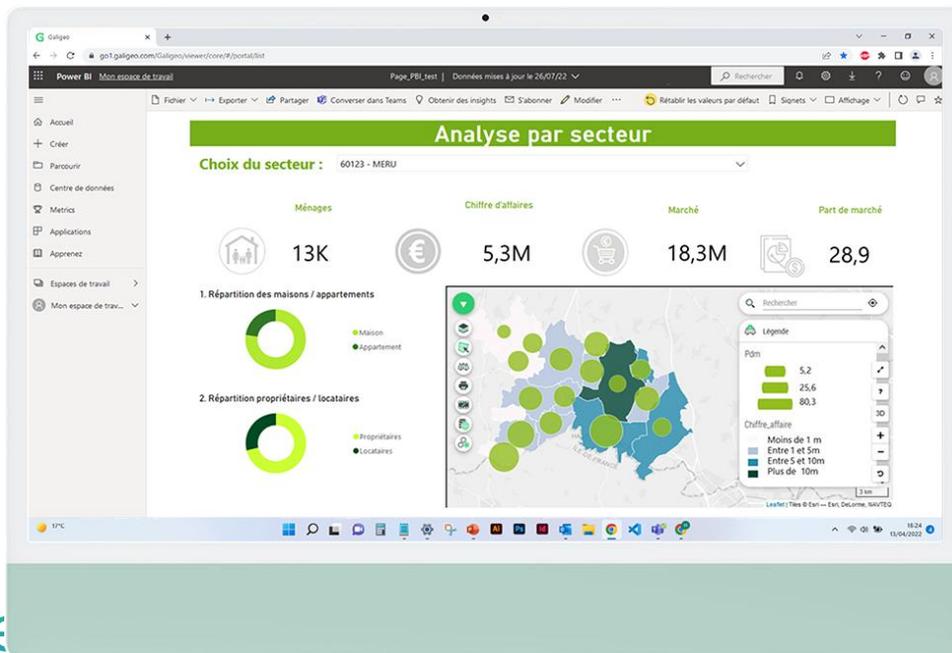
With Power BI and Galigeo, your performance data becomes a shared foundation for decision-making, collaboration, and growth.



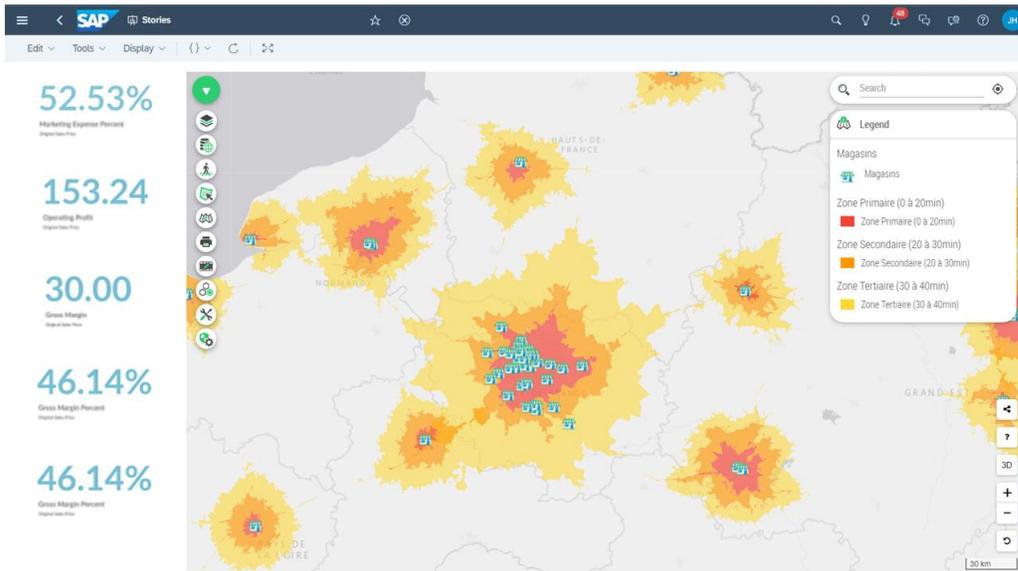
Analyze sales performance indicators as well as your network coverage.



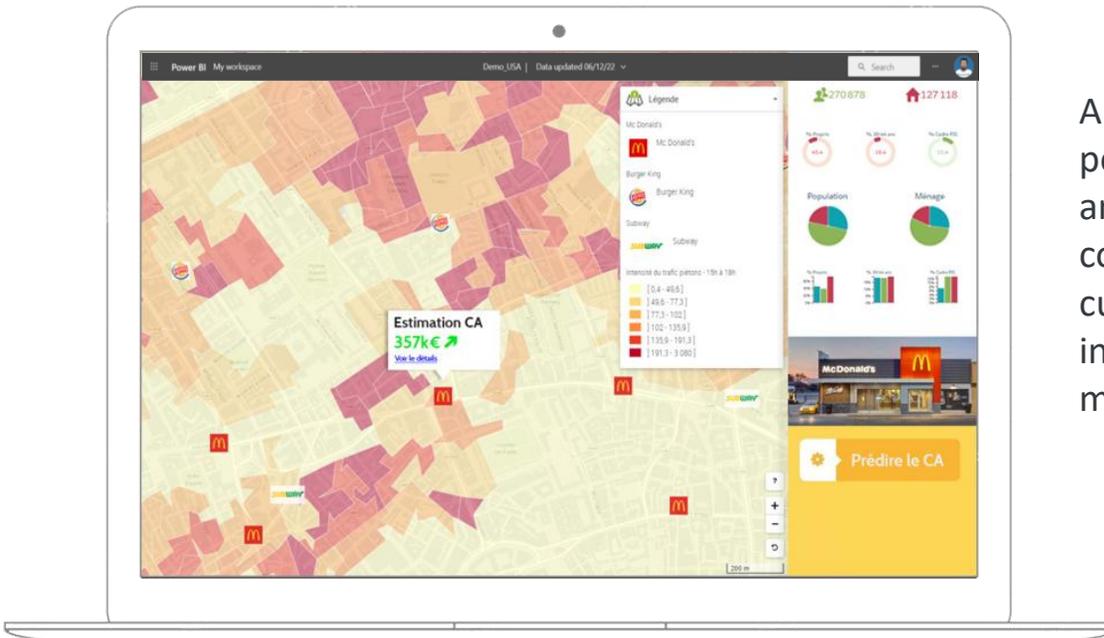
Analyze environmental and sociodemographic indicators, as well as potential cannibalization between your stores.



Analyze market and competitor data—and uncover high-potential areas for your next store openings.



Analyze the local coverage of your stores, delivery zones, and the geographic distribution of your customers and resellers.



Analyze the key performance indicators of an individual store—covering sales, logistics, customer behavior, inventory, and financial metrics.

CREATE YOUR PERFORMANCE REPORTS FOR FREE



02

CHAPITRE 2.

How Business Intelligence Is Revolutionizing Retail

How Business Intelligence Is Revolutionizing Retail

With the rise of modern Business Intelligence tools and easier access to data, retail networks can now generate sophisticated performance reports in just a few clicks.

Business Intelligence and KPI analysis are reshaping the retail world in several transformative ways:

Data-Driven Decision-Making

BI enables retail decision-makers to rely on objective data instead of gut feelings. By analyzing performance indicators, retailers can uncover trends, customer preferences, purchasing patterns, and more.

This empowers them to make informed decisions regarding:

- Product assortment
- Marketing and promotions
- Pricing strategies
- Store network expansion

Operational Performance Optimization

Performance analysis helps identify:

- Inefficiencies
- Bottlenecks
- Low-performing processes

The result? Lower costs, optimized logistics, reduced excess inventory, and a smoother customer experience—all tracked in Power BI dashboards.

Personalized Customer Experience

BI provides a deep understanding of customer behavior. Retailers can analyze:

- Purchase history
- Demographic profiles
- Foot traffic around stores
- Interaction history

With this, they deliver **personalized product recommendations**, targeted promotions, and customized marketing communications—all within the context of each store's environment.

Demand Forecasting

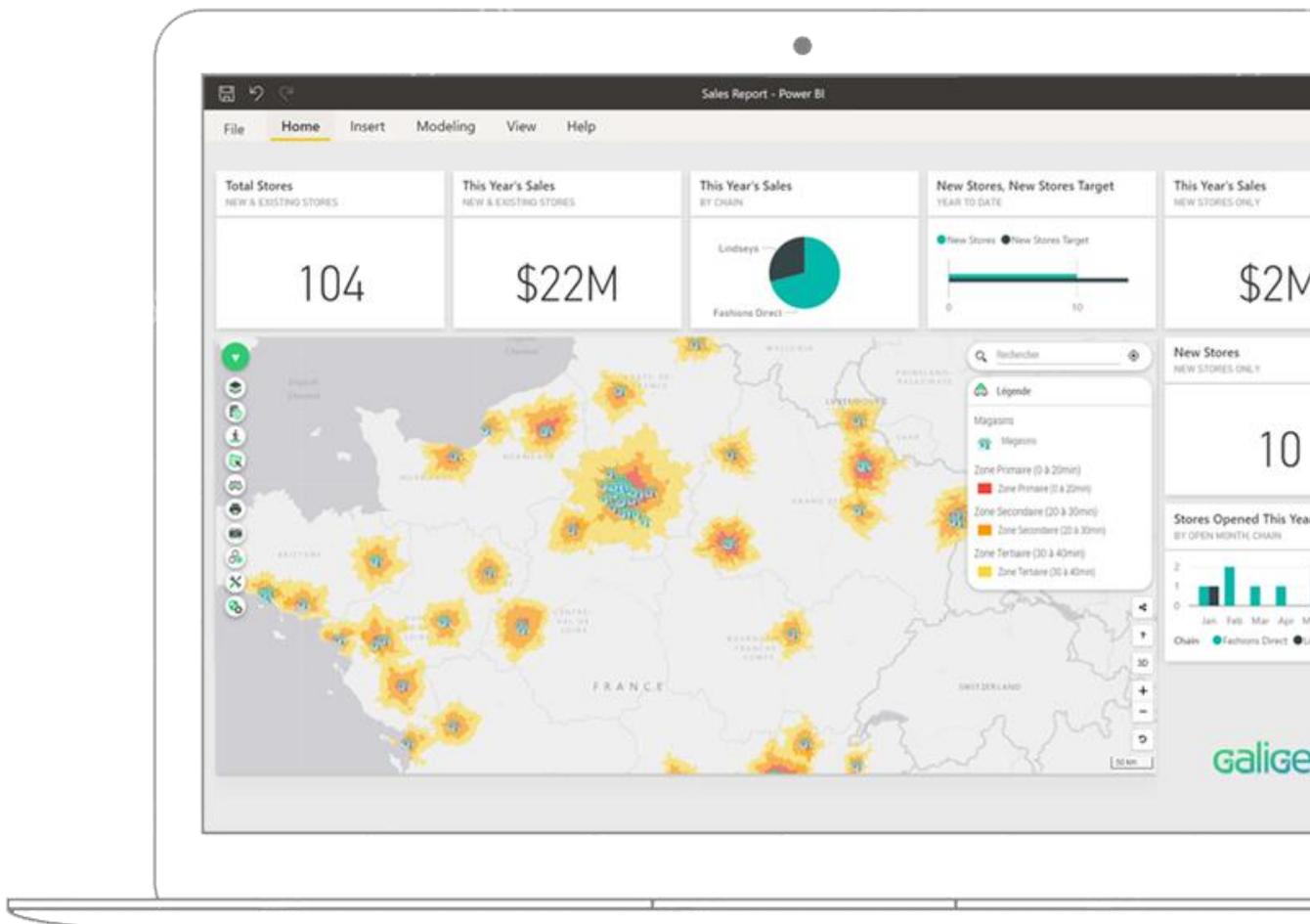
By analyzing historical data, seasonal trends, and external events, retailers can:

- Forecast future demand
- Adjust stock levels and production
- Plan promotional campaigns effectively

Power BI reports can also include **predictive sales models**—helping validate the potential of a new location before launching an opening project.

 **Integrating AI-powered forecasts** into your Power BI dashboards enables smarter, faster, and more confident retail decisions.

CREATE YOUR OWN REPORTS 



30 Retail Performance Metrics

HERE IS A LIST OF THE PRIMARY ESSENTIAL RETAIL INDICATORS TO MONITOR IN ORDER TO ENHANCE THE PERFORMANCE OF YOUR POINT OF SALE NETWORK.

01

Retail financial metrics

Variation in revenue, Cost of goods sold, Variation in operating expenses, Cash conversion cycle, etc.



02

Sales performance metrics

Conversion rate, Average transaction value, Sales per employee, Average items per transaction, etc.



03

Merchandising and inventory performance metrics

Turnover per square meter, Inventory loss, Inventory turnover ratio, Average duration of product retention in stock, etc.



04

Indicators for analyzing consumer purchasing behavior

Attractiveness index, Pedestrian traffic at the point of sale, Transaction volume, Online sales versus in-store sales, Customer retention ratio, etc.



Generate your performance reports. >

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www.galigeo.com

03

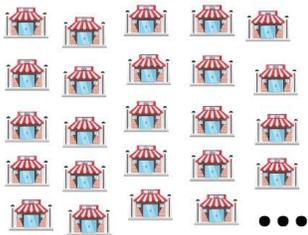
CHAPTER 3.

Who Uses Retail BI and Why ?

Who Uses Retail BI and Why ?

The networks concerned with monitoring the performance of their stores

10 points of sale



A prerequisite : for managing a network of points of sale of this scale.

< 10 points of sale



A logical necessity: to optimize growth and professionalize the expansion of networks of this size.

1 point of sale



Recommended: although heavy to implement for a single point of sell.

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Performance analysis is essential for any retail network managing multiple locations. It allows you to accurately measure and understand both the individual results of each store and the overall performance of the entire network.

When operating **a single store**, performance tracking may seem less vital. Monitoring sales, inventory, and a few key metrics may suffice to stay on top of operations.

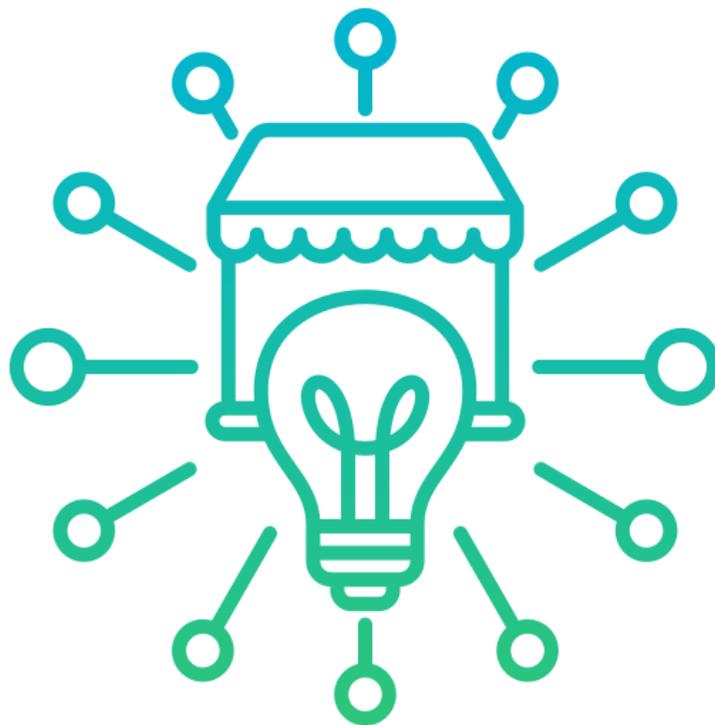
But once your network reaches **ten or more stores**, tracking KPIs such as sales, inventory, merchandising, and customer behavior per store becomes crucial. This helps: — Detect underperformance — Highlight top performers — Optimize resource allocation — Make data-informed decisions to maximize network-wide results

As your network grows **beyond ten stores**, performance analysis becomes a necessity. Centralized data management and KPI tracking are key to:

- Identifying trends and regional disparities
- Detecting high-potential zones
- Guiding decisions on store openings/closures
- Optimizing processes and executing targeted marketing campaigns

In short, performance analytics becomes indispensable when managing a retail network. It provides the insights required for smart decision-making, operational efficiency, and long-term success.

TRY FOR FREE



Key Roles In Performance Monitoring

Key Roles in Performance Monitoring ?

My network



- Franchise Director
- Real Estate Director
- Development Director
- Operations Director
- Marketing Director
- Network Managers / Field Coordinators
- CIO & BI Consultants
- ...

My point of sale system



- Store Administration
- Marketing departments
- Management oversight
- Logistics departments

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Performance analysis is essential for various stakeholders across the retail organization—from store management to network leadership.

- **Store Directors** monitor sales, margins, conversion rates, and customer satisfaction to evaluate and improve local performance.
- **Marketing Teams** assess campaign impact and customer engagement to optimize targeting and ROI.
- **Finance & Logistics** teams use KPIs to track inventory, delivery times, and reduce operational bottlenecks.

At the **network level**, roles like **Franchise, Development, Operations, and Real Estate Directors**, as well as **BI consultants and IT teams**, rely on performance data to:

- Benchmark stores
- Spot regional trends
- Evaluate franchisees
- Guide strategic expansion and assortment decisions

From store-level optimization to network-wide strategy, performance indicators are the foundation of smarter retail decisions.

04

CHAPTER 5

What Data to Use and Where to Find It

What Data to Use and Where to Find It

Demographic and Environmental Data

- Over 300 demographic indicators
- Age and gender
- Socio-professional category
- Housing type and occupancy
- Education level
- Employment rate
- Household composition
- ...

Source : Data sources vary by country

Your Internal Business Data

- Customer locations
- Sales data
- Store locations
- Partner data
- Key success factors
- ...

Source : Internal company systems

Foot Traffic Data

- Number of pedestrians at a given address
- Hourly, daily, and monthly traffic patterns
- ...

Source : Galigeo

Market data

- Key market figures at local, national, and international levels
- Trend indicators
- ...

Source : Galigeo et web



Power BI

Competitive Intelligence

- Competitor locations
- Competitive benchmarks and KPIs
- ...

Source : Données internes et web

Industry Software & BI Platforms

- Other BI tools
- Internal software platforms
- Sales and POS systems
- Logistics and inventory tools
- Finance and controlling software
- Workforce management tools
- ...

06

CHAPTER SIX

Financial Performance Indicators

Financial Performance Indicators

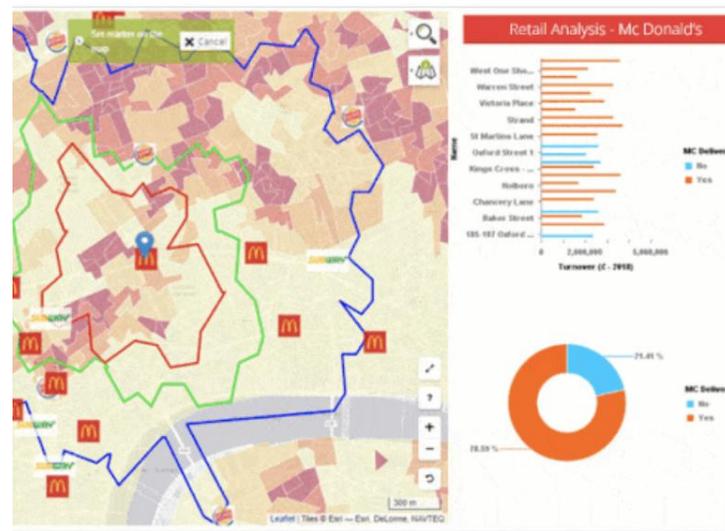
Tracking financial performance indicators is essential to optimizing the efficiency of your retail network and all your stores.

By analyzing these metrics, you can identify the most effective strategies to boost performance, achieve your sales goals, and prioritize your next actions.

Customer Acquisition Cost (CAC)

Customer Acquisition Cost is commonly used in the field of online customer acquisition, but it also applies to acquiring customers for your physical stores.

By assessing the cost required to attract a new customer, CAC helps determine the profitability of your marketing campaigns.



Customer Life Time Value (CLTV)

Customer Lifetime Value (CLTV) is a metric that measures the total sales generated by a customer over the duration of their relationship with your company—that is, the period during which they remain a customer.

It is calculated by multiplying the average purchase value by the average number of purchases and the average customer lifespan. In other words, it represents the average revenue generated by each customer throughout their lifetime.

Customer Lifetime Value = (average purchase value) × (average number of purchases) × (average customer lifespan) = Average revenue generated by your customers over their lifetime.

Revenue Evolution Over Time (monthly, quarterly, yearly)

It is essential to analyze revenue trends by comparing them to previous periods—months, quarters, or years.

Sales Compared to Previous Year = $((\text{Current Year Sales} - \text{Previous Year Sales}) / \text{Previous Year Sales}) \times 100\%$

Cost of Goods Sold (COGS)

The Cost of Goods Sold (COGS) measures the direct production costs associated with the goods sold by a company. It includes raw materials and labor required to produce the product, but excludes indirect expenses such as distribution, sales force, and marketing costs.

By tracking changes in COGS, you can analyze trends in production costs.

Operating Expenses (OPEX) Evolution

Operating expenses include all costs related to the daily management of your business, such as rent, inventory, insurance, salaries, etc. Monitoring these expenses helps assess the operational costs of your stores.

However, it is advisable not to limit your analysis to the trends of these expenses alone, but rather to compare them to revenue to better understand their impact on your company's profitability.

Operating Expense Ratio = $(\text{Total Operating Expenses} / \text{Revenue}) \times 100$

Quick Ratio

The quick ratio, also known as the liquidity ratio, is widely used to quickly assess a company's financial health. It measures a company's ability to meet short-term obligations without relying on the sale of inventory.

Quick Ratio = $(\text{Cash} + \text{Marketable Securities} + \text{Accounts Receivable}) / \text{Current Liabilities}$

A ratio above 1 is desirable and indicates that the company is generally in good financial health.

Current Ratio

The current ratio is a commonly used financial metric to assess a company's financial health. Like the quick ratio, it evaluates the company's ability to meet its obligations. However, the current ratio takes a more practical approach by examining whether the company can meet its commitments within a one-year timeframe.

Cash Conversion Cycle

The cash conversion cycle is a cash flow indicator that measures how long it takes a company to turn its inventory into cash.

The shorter the cycle, the better the cash flow.

Cash Conversion Cycle = Days Inventory Outstanding + Days Sales Outstanding – Days Payables Outstanding

Days Inventory Outstanding: the number of days an item remains in stock, from arrival to sale.

Days Payables Outstanding: the number of days you have to pay your suppliers.

Days Sales Outstanding: the number of days it takes to collect payment from sales.

Days Sales Outstanding – DSO

DSO is a financial metric that measures the average number of days between the sale of a product or service and when payment is received. A low DSO is a positive sign for a company's cash flow.

DSO is important for estimating working capital needs and is especially relevant for businesses offering credit sales.

DSO = (Accounts Receivable / Revenue) × Number of Days

Days Payables Outstanding – DPO

DPO is a ratio that measures the average number of days a company takes to pay its suppliers.

Unlike DSO, a higher DPO is generally considered a positive indicator for cash flow.

DPO = (Total Accounts Payable / Total Cost of Goods Sold) × 360

By using these financial performance indicators, retail networks can monitor their performance and make informed decisions to improve their financial outcomes.

ASK A DEMO



07

CHAPTER SEVEN.

Sales Performance Indicators

Sales Performance Indicators

Suivre les indicateurs de performance des ventes est un enjeu crucial pour optimiser l'efficacité de son réseau retail et de l'ensemble de ses points de vente.

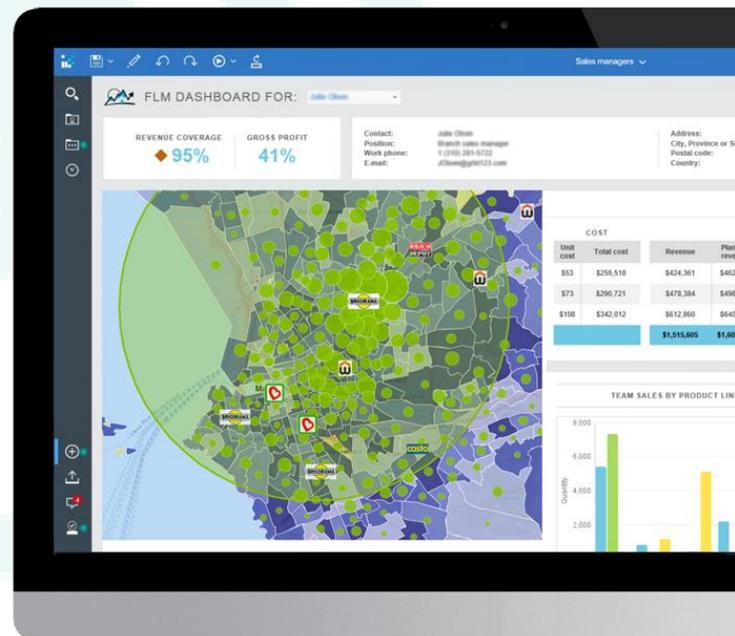
En analysant ces métriques, vous pouvez déterminer les stratégies les plus efficaces pour améliorer vos performances et atteindre vos objectifs de vente ainsi que prioriser vos prochaines actions.

Conversion Rate

The conversion rate represents the percentage of visitors who made a purchase in your stores. This metric helps assess your ability to turn visitors into customers.

Analyzing the trend of this metric allows you to evaluate the effectiveness of actions taken within your stores to improve conversion.

$$\text{Conversion Rate} = (\text{Number of Transactions} / \text{Number of Visitors}) \times 100$$



Average Basket Size

This metric tells you how much a customer spends on average during each visit. Monitoring its evolution is crucial to determine whether your strategies to encourage customers to buy more products—or higher-value ones—are effective.

$$\text{Basket Size} = \text{Revenue} / \text{Number of Transactions}$$

Average Number of Items Purchased per Visit

This metric helps you track how many items are bought per transaction. It reflects the impact of your commercial and marketing actions in-store, such as merchandising, promotions, advertising, your teams' sales skills, cross-selling techniques, and the placement of products that meet your customers' needs.

Number of Sales per Employee

This metric helps you evaluate both overall store performance and individual sales staff performance.

By analyzing sales volume per employee, you can reorganize staff, provide targeted training, anticipate potential issues, implement incentive programs, adjust team structures, and more.

Revenue per Employee

Similar to the previous metric, this one also helps you assess both store-wide and individual performance.

By analyzing revenue generated per employee, you can reorganize staff, offer specific training, anticipate challenges, implement bonuses, restructure your teams, and more.

**CREATE YOUR FIRST REPORTS
FOR FREE**



08

CHAPTER EIGHT

Merchandising and Inventory Performance Indicators

Merchandising and Inventory Performance Indicators

Revenue per Square Meter

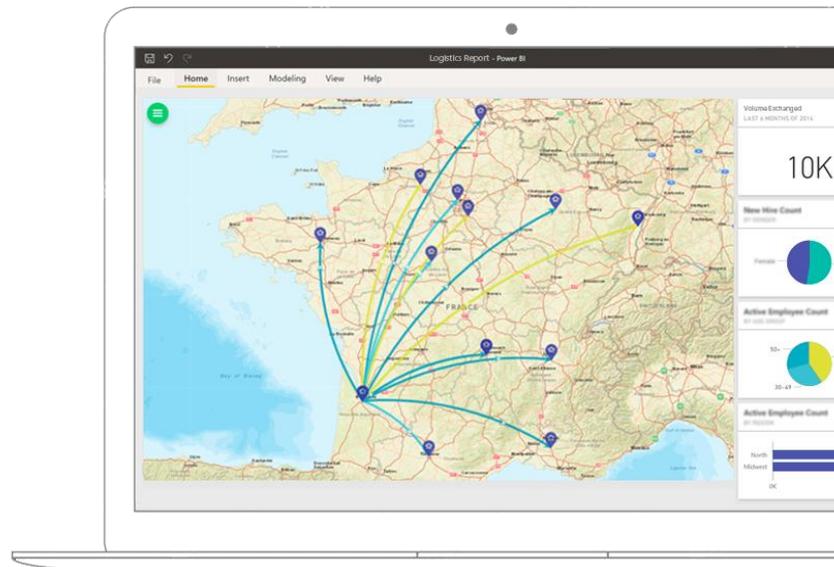
This is one of the most commonly used performance indicators in the retail world. Calculating revenue per square meter helps you assess how effectively your sales and storage spaces are being used. Analyzing this metric is especially important in urban areas, where real estate represents a significant portion of operating costs.

Sales per Square Meter = Revenue / Sales Floor Area

Inventory Shrinkage

This is one of the most important metrics in retail that you should be tracking. Shrinkage refers to inventory loss caused by anything other than sales. Common causes include administrative errors, employee theft, shoplifting, and supplier fraud.

Inventory Shrinkage = Book Inventory Value – Actual Inventory Value



Inventory Turnover Ratio

This metric represents the number of times total inventory is sold and replaced over the course of a year.

The commonly used expression by inventory managers—“My stock turns over x times a year”—reflects efficient supply chain management.

Average Time a Product Spends in Inventory

This metric tells you the average amount of time your products spend in inventory.

An optimized supply strategy aims to reduce the time products remain in stock. A high average duration may indicate overstocking or a mismatch between products and customer needs.

The longer products stay in inventory, the higher your working capital requirements will be.

09

CHAPTER NINE

Customer Behavior Analysis Indicators

Customer Behavior Analysis Indicators

Foot Traffic in Front of the Store

Knowing the number of passers-by near a store allows you to assess the attractiveness of its location.

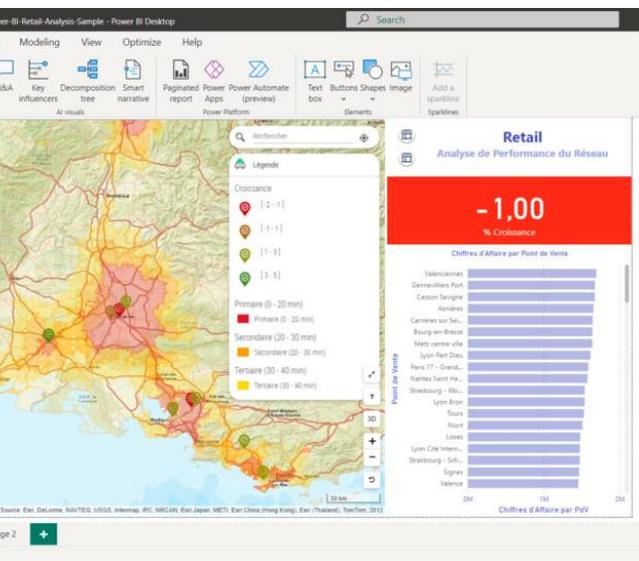
This indicator enables you to compare foot traffic in front of your store with that of nearby competitors or other locations within your network.

There are many practical uses for this data, such as:

- Calculating predictive revenue
- Comparing multiple retail sites
- Renegotiating a commercial lease

...

Discover foot traffic data for any retail location here.



Attractiveness Rate

The attractiveness rate represents the number of people who visited your store divided by the total number of people who passed by.

It's an excellent indicator for evaluating the effectiveness of actions taken near the store or in the storefront.

Are you giving passers-by a reason to step into your store?

Attractiveness Rate = (Number of Visitors / Number of Pedestrians Passing by the Store) × 100

Online Sales vs. In-Store Sales

This is a key metric for all retailers adopting an omnichannel strategy. Analyzing it helps you understand the relationship between your online and in-store sales—and how these distribution channels influence one another.

Does opening or closing a store increase or decrease online sales? Conversely, how does a rise or drop in online sales impact in-store performance?

It's not uncommon to observe a strong correlation between digital and physical store activity.

Customer Retention Rate

It is 7 to 8 times more expensive to acquire new customers than to sell again to existing ones.

Customer loyalty is one of the key challenges in the retail world—making effective loyalty programs essential.

This retail KPI shows how many of your customers return to your store for a second visit (or more).

Retention Rate = ((Number of customers at the end of the period – Number of new customers during the period) / Number of customers at the beginning of the period) × 100%

Customer Satisfaction Index

This indicator measures customer satisfaction with your brand or specific products. It can be gathered through interviews or surveys sent to your customers. Like the Net Promoter Score, a scale from 0 to 10 can be used to quantify satisfaction.

Regularly analyzing this metric allows you to track changes in customer satisfaction over time.

Net Promoter Score

The Net Promoter Score (NPS) has become a key metric in the retail industry for measuring customer satisfaction.

Customers rate from 0 (not at all likely) to 10 (very likely) in response to the question:

"How likely are you to recommend Brand X or Product X to a friend or colleague?"

Based on their responses, customers fall into three categories:

- Detractors: score between 0 and 6
- Passives: score of 7 or 8
- Promoters: score of 9 or 10

NPS provides a simple, easy-to-interpret score that reflects both satisfaction and the likelihood of customers becoming ambassadors for your brand.

Online Reviews and Ratings

Today, most consumers say they check customer reviews and ratings before purchasing a product.

Many platforms—rating sites, directories, marketplaces—allow consumers to quickly leave a rating and review for a product or business.

Sharing and promoting the customer experience has become the norm!

Tracking your ratings and reviews on major review platforms allows you to monitor changes in your brand awareness and identify issues experienced by customers in your stores.

Average Dwell Time

The average dwell time metric measures how long potential customers spend inside your stores. Knowing this data helps retailers identify in-store issues such as: - Customer movement patterns - Staffing shortages - Stock-related problems

Parking Occupancy Rate

This indicator helps you determine whether your parking area is over- or under-sized. An undersized parking lot can limit customer access, while an oversized one may represent space that could be used for other purposes.

% of Revenue from Click & Collect

Omnichannel strategy has become a key priority for retailers. Tracking the share of revenue generated through Click & Collect helps assess the effectiveness of your web-to-store initiatives. Monitoring your Click & Collect sales over time can reveal emerging customer behaviors and help you evaluate the performance of your omnichannel marketing campaigns.

Revenue vs. Marketing Budget

This metric allows you to correlate communication spending with the associated revenue. Analyze how increases or decreases in your marketing budget impact your sales. It is also strongly recommended to evaluate the effectiveness of each marketing campaign by calculating its return on investment.

% of Revenue Attributable to Marketing Spend =
 $(\text{Marketing Budget} / \text{Revenue}) \times 100$



10

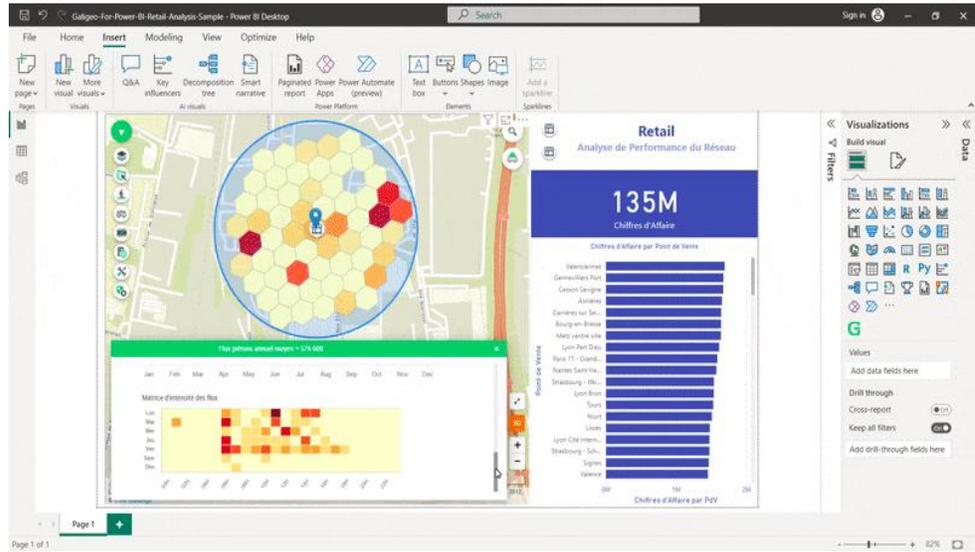
CHAPTER TEN

Examples of Reports in **Power BI**

Analyze foot traffic in front of a store

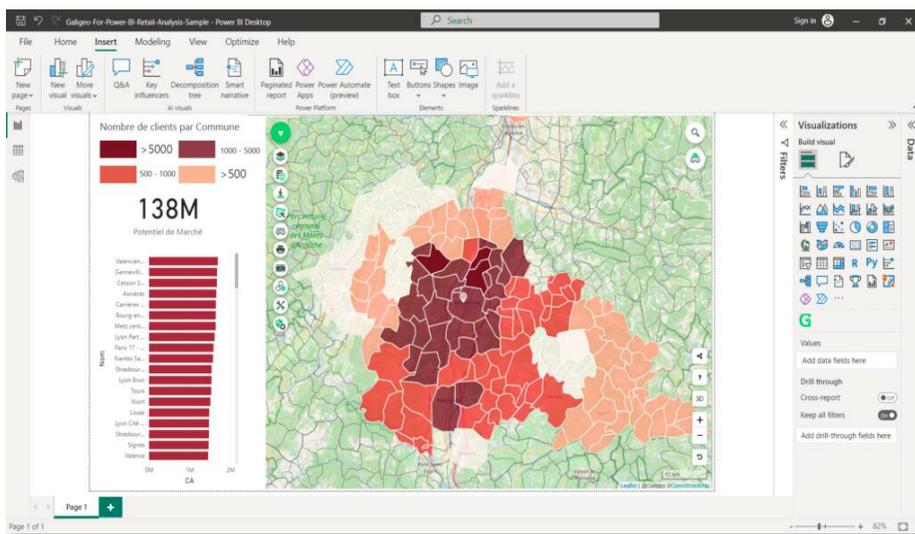
Displaying the number of passers-by near one of your stores or a new opening project allows you to assess the attractiveness of the area where the store is located.

This indicator lets you compare foot traffic in front of your store with that of nearby competitors or other stores in your network.



Visualize your store customers

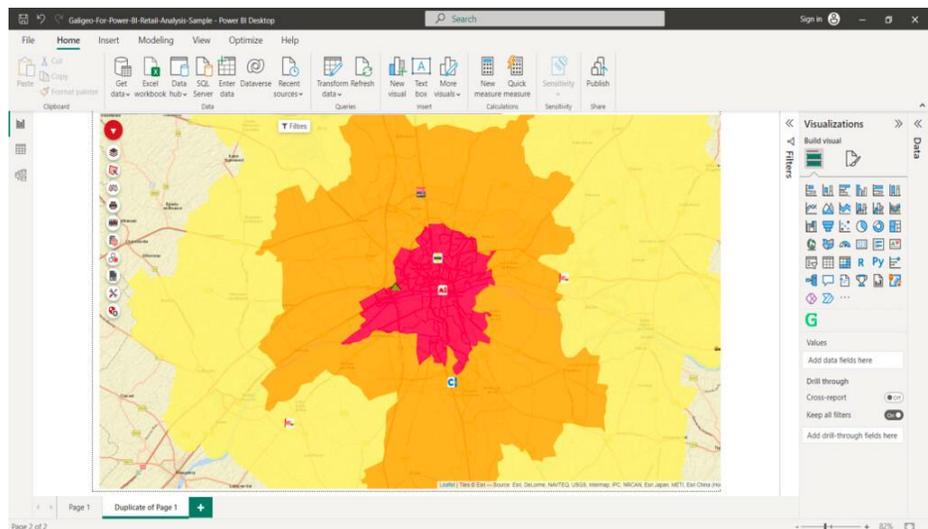
Visually map your customer data: location, average basket size, gender, repurchase rate, visit frequency, etc.



Analyze your competitors and their territorial presence

Visualize your competitors and key related data: revenue, foot traffic, floor space, address, number of employees, catchment area, etc.

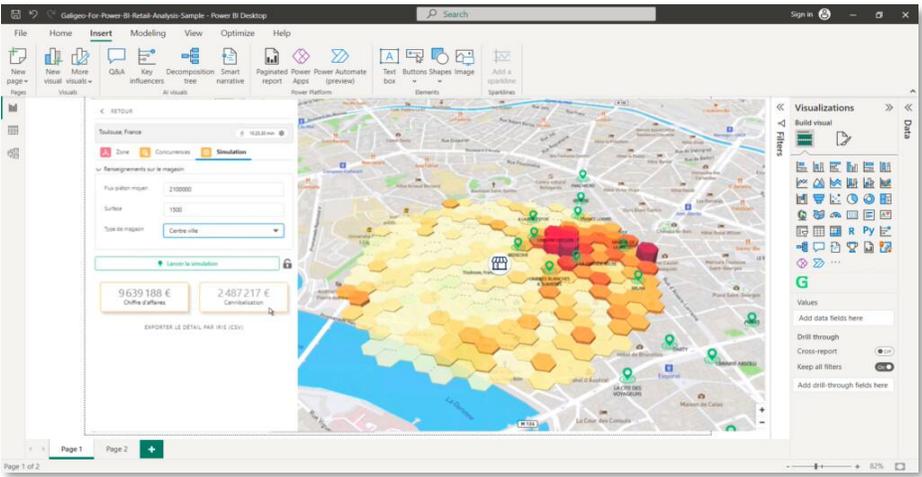
Compare your competitors' indicators with those of your own stores.



Predict the future revenue of a store

Our predictive revenue models allow you to estimate the potential turnover of a new store project based on a specific address.

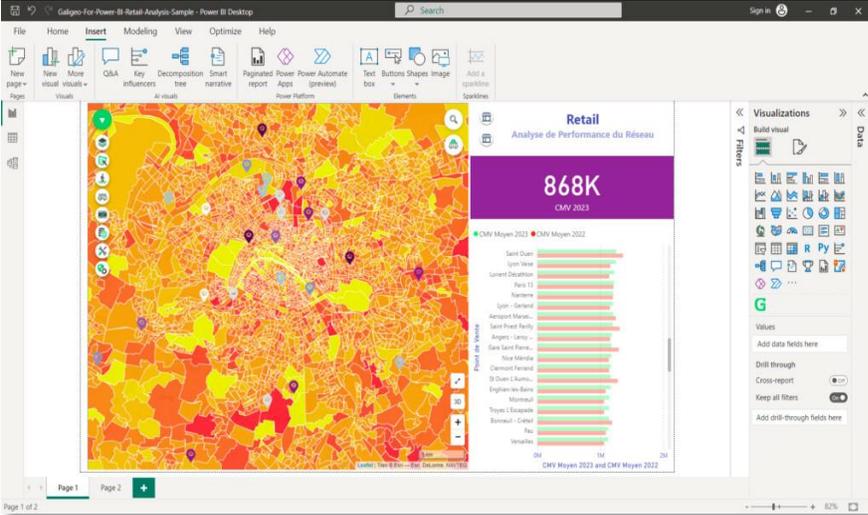
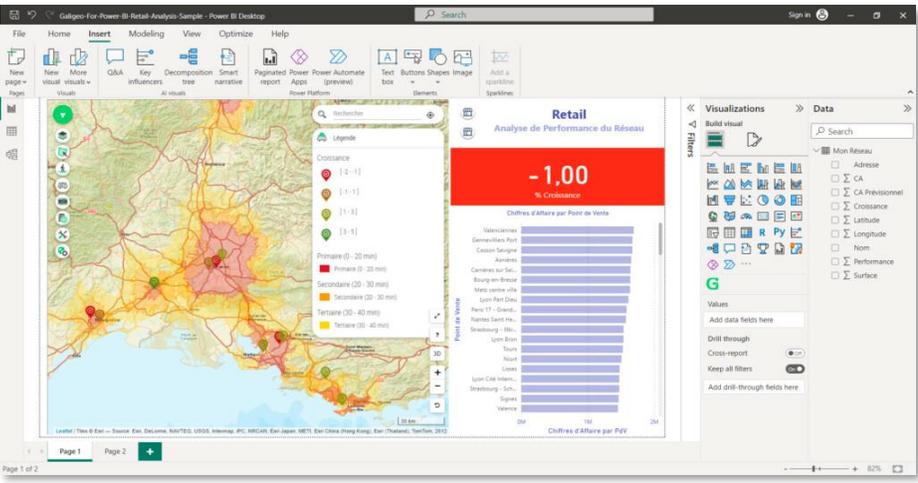
Find out whether your existing stores are reaching their full potential, and compare multiple opening projects to select the most promising ones.



Analyze Key Sales Indicators

Display and analyze the main sales KPIs for your entire network and each individual store, such as:

- Conversion rate
- Average basket size
- Average number of items per basket
- Sales per employee (in value and volume)
- ...



Analyze Key Financial Indicators

Display and analyze the main financial KPIs for your entire network and each individual store, such as:

- Customer Acquisition Cost (CAC)
- Customer Lifetime Value (CLTV)
- Revenue trends over time (monthly, quarterly, yearly)
- Cost of Goods Sold (COGS)
- Operating Expenses (OPEX) evolution
- ...

CREATE YOUR REPORTS FOR FREE

Retail network performance reports are powerful tools that enable you to monitor, evaluate, and optimize performance both at the individual store level and across the entire network.

[START YOUR FREE TRIAL](#)





Our solution lets you generate your own performance reports in just a few clicks

- ✓ Select a starting template from our dozens of models—or use your own existing report as a base.
- ✓ 100% customizable reports.
- ✓ Analyze all your key indicators within a single report (sales, logistics, inventory, finance, customer behavior, etc.).
- ✓ Our consultants can support you through every step of your report creation process.

Ensure the best decisions for your network and points of sale thanks to our disruptive Retail Performance Analytics solution.

REQUEST A
PERSONALIZED DEMO



P.S.: If you work in a retail network, you should definitely request your personalized demo. 💡

BONUS



Download Our Free Power BI Template

Our Power BI template lets you begin analyzing the performance of your store network in just a few clicks.

DOWNLOAD

