

11ANTS


know your shopper

BEYOND DASHBOARDS

Where 11Ants
Fits in Retail
Decision-Making



BEYOND DASHBOARDS: WHERE 11ANTS FITS IN RETAIL DECISION-MAKING

Dashboards are deeply embedded in the operating rhythm of retail organizations. They're fast, visual, and familiar — offering a snapshot of performance across key metrics. But despite their ubiquity, dashboards often fall short of delivering the depth of insight decision-makers need. This paper explores the limitations of dashboards and how 11Ants complements them by enabling scalable, diagnostic, and action-oriented analytics.

The Dashboard Dilemma

Dashboards are built on a foundational assumption: that the organization knows in advance which metrics — at which level — matter most. Data is aggregated and visualized to support those assumptions, typically with speed and clarity as the key objective. For monitoring KPIs, static views, and answering 'known questions', this works well.

However, dashboards are inherently static — they reflect the business logic and priorities defined at the time of their creation. When new market situations arise, or sudden external factors impact sales performance, the dashboard won't automatically surface these shifts. Without proactive reconfiguration or deeper analysis, such changes remain invisible.

The moment a user wants to understand why something happened, or to explore a more granular layer of data, dashboards hit their limit. If the dashboard doesn't support the required drill-down, the user is forced to request manual analysis or dashboard development — often involving SQL queries and analyst time. Both paths inevitably create backlogs: ad hoc analysis queues and dashboard development pipelines.

This leads to a familiar cycle: the belief that "just one more dashboard" will solve the problem. Over time, dashboards proliferate. Two years later, the organization has hundreds more dashboards, yet the same frustrations persist. Users struggle to know where to look, and insight remains elusive.

As one Head of Business Intelligence at a major European grocery chain put it:

"Dashboards create a comforting illusion of control: the sense that by looking at the right numbers, the truth will reveal itself. But without interpretive depth, organizations risk mistaking visibility for understanding."



The Human Insight Gap

Often, the people closest to the business — such as category managers or CRM leads — already have valuable hypotheses or contextual knowledge about why certain shifts are happening in the market or in customer behavior. However, without an easy way to validate these ideas directly in the data, that knowledge remains anecdotal and disconnected from the analytical process.

A truly effective data environment should bridge that gap — allowing business insight and data evidence to meet in real time. Without this bridge, organizations risk underutilizing their most informed people.

Governance and Fragmentation

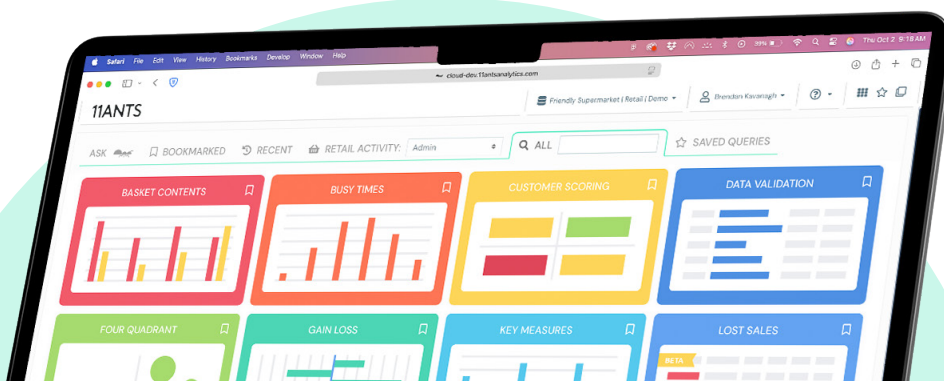
As dashboards multiply, governance becomes a challenge. No single person knows what exists where. This lack of visibility leads to fragmentation — a cottage industry of bespoke reporting, where different teams create their own dashboards and reports, often duplicating effort and diverging from shared definitions. The result is confusion, inefficiency, and misalignment.

Where 11Ants Fits In

11Ants is not another dashboard. It's a decision support layer designed to sit alongside dashboards — filling the analytical gaps they leave behind.

- 🕒 **Diagnostic Power:** While dashboards show what happened, 11Ants explains why. It automatically surfaces drivers, patterns, and anomalies that would take hours to uncover manually.
- 🎯 **Actionable Insight:** 11Ants goes beyond explanation to suggest what to do next. It's built to support commercial decision-making, not just data exploration.
- 🔍 **Scalable Curiosity:** Users can ask questions dashboards weren't designed to answer — without needing SQL or analyst support. This democratizes advanced analytics across roles.
- 👤 **Contextual Relevance:** Insights are tailored to the user's context — whether they're a buyer, marketer, or store manager — making the output immediately usable.

For a comprehensive set of real-world use cases, see [Appendix A: Applied Scenarios for 11Ants in Retail](#).



Redefining the Role of Dashboards

Dashboards still have an important role. They ensure that everyone in the organization starts on the same page — aligned around the same key metrics and definitions. They provide a shared language for performance and accountability.

But alignment alone isn't enough. To move from what happened to why it happened, teams need tools that make exploration simple and intuitive. Tools that allow anyone — not just data specialists — to dig deeper, test hypotheses, and uncover the drivers behind change.

The solution lies in tools that allow users to ask new questions dynamically — through natural language, adaptive queries, or AI-assisted exploration — bridging the gap between static reporting and open-ended analysis.

CONCLUSION

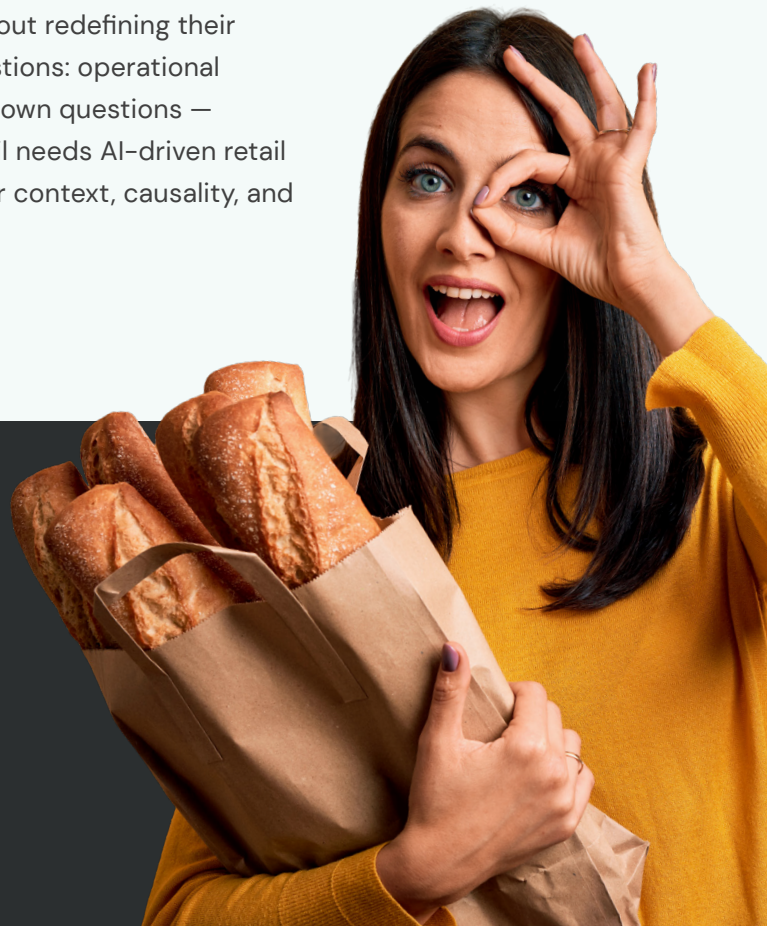
Dashboards are essential — but they're not enough. They provide visibility, not understanding. 11Ants complements dashboards by enabling retailers to move from monitoring to diagnosing and acting. Together, they create a more intelligent, responsive, and commercially effective retail organization.

The future isn't about abandoning dashboards — it's about redefining their role. Dashboards should remain the lens for known questions: operational monitoring, compliance, and recurring KPIs. But for unknown questions — diagnostic, exploratory, and prescriptive insights — retail needs AI-driven retail intelligence. Tools that go beyond visualization to deliver context, causality, and recommended actions.

11ANTS

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APPENDIX A: APPLIED SCENARIOS FOR 11ANTS IN RETAIL

1. Category & Brand Performance Insights

Understand what's happening in your category — instantly. 11Ants delivers a complete overview of category and brand performance, highlighting key trends, growth sources, and the drivers behind changes. No manual reporting, no guesswork — just clear insight into what's working and why.

One-Pager Category Summary

A category manager needs a fast, clear overview of performance. 11Ants instantly surfaces the key KPIs — sales, margin, and growth trends — giving a complete category snapshot without manual reporting.

Brand / SKU Performance

A brand manager wonders if their products are outperforming the category. 11Ants benchmarks brand and SKU performance against the total category, highlighting growth leaders, laggards, and share opportunities.

Trends & Changes Over Time

Sales are moving — but what's driving the change? 11Ants visualizes brand and SKU trends across time, separating regular and promotional sales, and exposing the behavioral shifts behind short-term volatility.

Category Growth Drivers

A buyer sees category performance changing but doesn't know why. 11Ants identifies key drivers — customer penetration, visits per customer, units per basket, and price per unit — pinpointing what fuels growth or decline.

Forecasting & Planning Support

Planning next quarter's assortment or promotion calendar? 11Ants leverages historical trends, customer behavior, and seasonality to support accurate forecasting and smarter trade planning decisions.

2. Promotion Effectiveness & Sales Dynamics

Go beyond uplift — measure true promotional impact.

11Ants helps you understand not just how sales moved during a promotion, but why. See whether growth came from new buyers or existing ones, and reveal when, where, and how your shoppers respond best.

Promotion vs Regular Sales

A marketer wants to evaluate promotional effectiveness. 11Ants compares volume and value sold during promotions versus regular periods and uncovers how penetration, frequency, and promo sensitivity change under different mechanics.

Promotion Review & ROI

After a campaign ends, a marketer asks, “Did it work?” 11Ants quantifies uplift, new customer acquisition, and retention impact — showing whether the promotion drove real incremental growth or just shifted timing.

Shopper Behavior Over Time

When do shoppers engage most? 11Ants identifies peak hours, days, and store locations, helping schedule in-store activations, tastings, and merchandising for maximum impact.



3. Customer & Loyalty Insights

Know your customers — and act on what matters.

11Ants uncovers the who behind the what: which segments drive your category, who's disengaging, and how to reach high-potential shoppers through precise segmentation and targeted CRM activation.

Customer Potential & Segmentation

A loyalty manager wants to focus on high-value shoppers. 11Ants segments customers by spend and frequency, helping activate CRM campaigns targeting the most valuable or under-engaged segments.

Customer Segment Insights

A category lead needs to understand who buys. 11Ants enables cross-tabulation of customer segments, allowing detailed profiling across multiple variables — including demographic characteristics, lifestyle preferences, loyalty patterns, shopping habits, and attitudes — to create rich, actionable portraits of each customer group.

Brand Comparison by Segments

Two brands compete for share. 11Ants compares their shopper bases side by side, showing overlaps, unique audiences, and behavioral differences — guiding targeted positioning and communication.

Loyalty Engagement & Retention

A loyalty manager notices declining engagement. 11Ants pinpoints which cohorts are disengaging, quantifies lost value, and recommends personalized actions to re-activate them.

4. Innovation & Shopping Mission Insights

See how shoppers discover, adopt, and buy.

From new product launches to repeat purchases and basket behavior, 11Ants explains how customers interact with your products — revealing opportunities to grow penetration, loyalty, and in-store activation impact.

New Product Launch

A new SKU hits the market. A category manager wants to understand who buys and how shoppers respond to a new product. 11Ants tracks trial rates, identifies which customer segments are buying, and measures the impact on the overall category — revealing whether it's incremental or cannibalizing.

Trial & Repeat Purchases

A brand manager wants to know if trialists are becoming loyal. 11Ants calculates repeat rates and shows which segments are converting, turning one-time triers into repeat buyers.

Shopping Mission Insights

What else do shoppers buy with your product? 11Ants analyzes basket composition and missions, uncovering complementary products and cross-selling opportunities across the store.