



TRAIT
Master



Who We Are



- i. Founded in 1994**
- ii. Software specialists, consultants**
- iii. Based in Bentonville, Arkansas**
- iv. More than 10 years of experience working with Wal-Mart suppliers, POS data, and disparate data sources**
- v. 15-member staff with 150-plus years of retail experience**



What We Do

- i. Solve data-specific problems**
- ii. Capture “actionable knowledge”**
- iii. Allow analysts to be analysts**
- iv. Empower bottom-line based decision-making**



What Trait Master Does



“Trait Master allows retailers and suppliers to convert unrelated data into useful, actionable information by helping them understand which traits influence their business.”





What it Does Functionally

- i. **Bring in all store characteristics/attributes/traits daily or on a scheduled time frame**
- ii. **Allows users to create their own traits on the fly**
 - a) Groups of traits can also be merged into a single trait called “Super-Traits” such as bilingual signage and Spanish language merging into one trait to capture all stores across both traits
- iii. **Create custom groups of stores around geographic attributes or traits by importing groups of stores (best sales, etc.) based on company information such as sales performance metrics, weather patterns, or third party data**
- iv. **Identify traits/attributes that store groups have in common, and how they compare to the entire chain**
- v. **Show stores that look like a company’s best/worse stores but are not acting like best/worse stores**



What it Does Strategically

- i. Allows users to find successes that are repeatable and failures to avoid**
- ii. Identifies “hidden” traits that could be driving or hurting a supplier’s business**
- iii. Assists in redesigning modular segmentation**
- iv. Identifies core customers**
- v. Aids in seasonal new item distribution to stores in a reduced inventory environment**
- vi. Links category performance metrics with SOTC competitive interaction**
- vii. Provides a link to merge POS and related information with marketing metrics**

Trait Clustering



i. After pasting in a group of stores, a detailed output reveals what traits those stores have in common, and how “relevant” the group is based upon the overall chain average for each trait

ii. A topline analysis is provided alongside store sales/size class and sales quartiles

Store Trait Clustering												
Stores/Traits		Results										
Total Stores: 26 * Traits Processed: 391 * Attributes Processed: 0												
1	A	B	C	D	E	F	G		H	J		K
							Store Cnt	Index		Store Cnt	Index	
2	Description	Overall Pct	Store Cnt	All Stores	Index Value	Pct	Store Cnt	Index	Pct	Store Cnt	Index	Pct
3	KID R US IS HEAVY COMPETITION FOR STORE	3.85%	1	0.16%	2,338	4.76%	1	2,894	0.00%	0	0	
4	LINENS N THINGS IS HEAVY COMPETITION FOR STORE	26.92%	7	1.45%	1,853	19.05%	4	1,311	50.00%	2	3,441	18.18%
5	OFFICE DEPOT IS HEAVY COMPETITION FOR STORE	11.54%	3	1.34%	859	9.52%	2	709	25.00%	1	1,861	9.52%
6	OFFICE MAX IS HEAVY COMPETITION FOR STORE	3.85%	1	0.69%	561	4.76%	1	695	0.00%	0	0	
7	PAYLESS SHOES IS HEAVY COMPETITION FOR STORE	3.85%	1	0.77%	501	4.76%	1	620	0.00%	0	0	
8	PETSMART IS HEAVY COMPETITION FOR STORE	3.85%	1	0.82%	468	4.76%	1	579	0.00%	0	0	
9	AFRICAN AMERICAN POPULATION HIGH	65.38%	17	14.07%	465	66.67%	14	474	50.00%	2	355	16.67%
10	AFRICAN AMERICAN POPULATION LOW	69.23%	18	18.23%	380	61.90%	13	339	100.00%	4	548	10.00%
11	AFRICAN AMERICAN POPULATION MEDIUM	73.08%	19	19.77%	370	76.19%	16	385	50.00%	2	253	11.11%
12	LATIN AMERICAN POPULATION LOW	3.85%	1	1.07%	360	4.76%	1	445	0.00%	0	0	
13	LATIN AMERICAN POPULATION MEDIUM	34.62%	9	10.94%	316	38.10%	8	343	0.00%	0	0	
14	MEXICAN POPULATION HIGH	3.85%	1	1.32%	292	0.00%	0	0	25.00%	1	1,899	9.52%
15	MEXICAN POPULATION LOW	7.69%	2	2.88%	267	9.52%	2	331	0.00%	0	0	
16	MEXICAN POPULATION MEDIUM	38.46%	10	16.95%	227	38.10%	8	225	50.00%	2	295	14.29%
17	NAVY POPULATION LOW AROUND STORE	23.08%	6	10.23%	226	19.05%	4	186	50.00%	2	489	23.08%
18	NAVY POPULATION MEDIUM AROUND STORE	3.85%	1	1.92%	200	0.00%	0	0	25.00%	1	1,303	6.36%
19	12 FT HIGH WALL DEPARTMENT 00 MODULAR	11.54%	3	5.79%	199	14.29%	3	247	0.00%	0	0	
20	16 FT HIGH WALL DEPARTMENT 00 MODULAR	3.85%	1	1.95%	198	4.76%	1	245	0.00%	0	0	
21	16 FT LOW WALL DEPARTMENT 00 MODULAR	7.69%	2	4.25%	181	9.52%	2	224	0.00%	0	0	
22	20 FT HIGH WALL DEPARTMENT 00 MODULAR	19.23%	5	11.16%	172	23.81%	5	213	0.00%	0	0	
23	24 FT HIGH WALL DEPARTMENT 00 MODULAR	7.69%	2	4.50%	171	9.52%	2	212	0.00%	0	0	
24	24 FT LOW WALL DEPARTMENT 00 MODULAR	30.77%	8	18.12%	170	33.33%	7	184	25.00%	1	138	6.36%
25	28 FT HIGH WALL DEPARTMENT 00 MODULAR	65.38%	17	38.88%	168	66.67%	14	171	50.00%	2	129	6.11%
26	32 FT LOW WALL DEPARTMENT 00 MODULAR	26.92%	7	16.15%	167	23.81%	5	147	50.00%	2	310	14.29%
27	4 FT HIGH WALL DEPARTMENT 00 MODULAR	88.46%	23	53.83%	164	85.71%	18	159	100.00%	4	186	9.09%
28	8 FT LOW WALL DEPARTMENT 00 MODULAR	19.23%	5	12.15%	158	14.29%	3	118	50.00%	2	412	19.23%
29	DEPARTMENT 00 SUMMER OMIT TRAIT	7.69%	2	5.10%	151	4.76%	1	93	25.00%	1	490	23.08%
30	WINTER RESORT TRAITED	19.23%	5	13.30%	145	14.29%	3	107	50.00%	2	376	18.18%
31	YEAR ROUND BEACH TRAITED	19.23%	5	13.87%	139	14.29%	3	103	50.00%	2	360	17.14%



Best-in-Class Support/Training

i. **Technical**

- a) Dedicated application development team
- b) Unlimited 24/7 technical support: 1-hour call back

ii. **Application Support**

- a) Customer support team with retailer, supplier software development, QA, and support experience

iii. **Training**

- a) Unlimited training at BSA facility
- b) User Groups, Workshops, Study Hall

iv. **Help Desk**

- a) M-F 8am-5:00pm phone and email support