

# DATA MATTERS

Accelerated Analytics Customer Newsletter

AUGUST  
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## Our Commitment to Confidentiality: Best Practices for Data Sharing



As a SaaS solution for retail POS data reporting and analytics, our customers share a vast amount of data with us, much of which is highly confidential. We're routinely working with sensitive information like product pricing, inventory levels, sales goals and promotion plans.

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## Read Our Latest CASE STUDY: Kidde



Learn how store-level detail and exceptional customer service has made Kidde one of our longest-standing (we've been working together since 2008!) and most loyal customers. Download the full case study now!

[Download Case Study](#)

Do you have a story to tell? Share your success with Accelerated Analytics through a case study crafted by our marketing and communications team. We'll strengthen our relationship in the process and Accelerated Analytics will make a \$500 donation in your company's name to Habitat for Humanity! E-mail Jen Freyer at [jennifer@acceleratedanalytics.com](mailto:jennifer@acceleratedanalytics.com) to get started!

## Whitepaper Series: Improving Performance with SKU Analysis

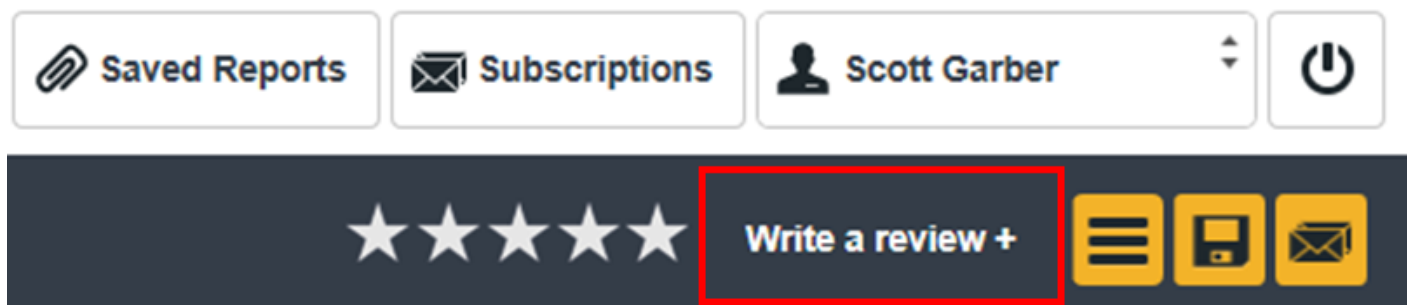
Analyzing point of sale data can be a daunting task. Our most popular whitepaper, *Improving Performance with SKU Analysis*, contains a simple, step-by-step process for performing SKU analysis.

[Request Whitepaper](#)



# Tips & Tricks from Scott Garber

Our clients have an enormous amount of collective experience using and creating reports of all kinds. We love to find out which reports our users like best, which report features really work well, and what ideas our users have for ways the reports can be even better! Giving us feedback is super easy and every comment and idea is reviewed and used to create new features, improve old ones, and inform future product development. Just click on the "Write a Review" button in the nav ribbon above any report you've opened to rate and provide feedback on the report you're viewing. It takes just seconds and your likes and suggestions are a key component to help us build you the tools you need to win at retail!



## Consumers Will Shop In Store During Back-To-School Shopping Season

The International Council of Shopping Centers' (ICSC) annual "Back-to-School Spending" survey revealed good news for brick and mortar retailers earlier this month. Consumers are in search of the best back-to-school deals and promotions and are hitting their local shopping centers to find them.



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# INSIGHTS CONFERENCE

CEO Chad Symens and Sales and Marketing Director Jen Freyer will be at the HIRI Insights Conference in Chicago, September 19-20. If you plan to be there too we'd love to connect! Click the button below and we'll set up a time to meet during the conference. If you're not registered but want to learn more, click through to the HIRI event page for all of the details!

[Let's Connect](#)

[Learn More](#)