# argano

# Tableau for Retail

## Turn fragmented retail data into insights that improve performance, efficiency, and customer loyalty

Retailers face constant challenges: disconnected systems, shifting demand, and the need to deliver seamless customer experiences across every channel. Tableau unifies POS, CRM, supply chain, and e-commerce data into a single source of truth.

With intuitive dashboards, predictive analytics, and enterprise-grade governance, retailers gain the visibility and agility to act in real time, optimize operations, and grow customer relationships.

## Key Retail Use Cases

### Track Sales Performance

Monitor revenue, margins, and channel trends with dynamic Tableau dashboards that provide visibility at every level

### Optimize Merchandising

Analyze product mix, pricing, and promotions with Tableau Next's semantic layers and AI agents to identify what's working-and where to adjust

### Manage Inventory Smarter

Balance supply and demand by applying predictive analytics in Tableau to reduce both stockouts and tableau overstocks

## Benefits

- **Unified view of data:** Connect systems across the retail ecosystem into one trusted view
- **Real-Time decision-making:** Act faster with live dashboards and proactive Tableau Pulse alerts
- **Advanced forecasting:** Anticipate sales, demand, and inventory needs with predictive analytics
- **Self-service at scale:** Empower leaders, merchandisers, and store managers with role-based dashboards
- **Enterprise-grade security & governance:** Safely scale analytics with controlled access and compliance

## +ableau®
### PARTNER

## Understand Customer Behavior

Segment shoppers and personalize offers, while Tableau Pulse delivers proactive alerts on shifts in engagement and buying patterns

## Enhance Omnichannel Visibility

Bring together online, in-store, and mobile data in Tableau Next to gain a 360° view of customer interactions and channel performance

## Improve Store Operations

Optimize staffing, track foot traffic, and improve checkout efficiency with real-time Tableau dashboards accessible across devices

## Streamline Supply Chains

Monitor vendor performance and logistics in Tableau, while Tableau Pulse flags disruptions for faster, data-driven response

## Client Spotlight: Levain Bakery

Levain Bakery turned to Argano and Tableau to build a Single Source of Truth across eight different systems-bringing together in-store, online, marketing, and finance data into one unified ecosystem. This gave them sharper visibility into point-of-sale and customer behavior, enabling smarter decisions and more connected customer experiences.

Learn more at argano.com

**Ready to reimagine retail performance with data you can trust?** Contact us at connect@argano.com to learn how Argano and Tableau deliver actionable insights that drive measurable business impact.

argano