

Retail Intelligence 101 Series: Week 1


# What is Retail Intelligence?

Your data-powered edge in FMCG

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Rintel



# Retail Intelligence:

Real-time, store-level analytics  
about your  product's presence,  
pricing, and performance on the  
shelf.

No more guesswork. Just truth, from the  
shelf to the dashboard.

# What Retail Intelligence is NOT:

- ❌ Field team opinions
- ❌ Delayed Excel reports
- ❌ Manual store visits
- ❌ Gut feelings over facts

Old school = lost sales.

# What it IS:

- ✓ Live shelf tracking
- ✓ Real-time pricing visibility
- ✓ Out-of-stock alerts
- ✓ Actionable insights powered by AI

# Why it matters:

- No more blind spots.
- More sales, less waste.
- Smart decisions across every store.

# Want to see Retail Intelligence in action?



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DM us to see how we help FMCG brands win at the shelf.

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