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Challenges in CPG Retail Analytics



1 Data Overload & Siloes

51% of retailers and **39%** of grocery merchants report no access to real-time data, forcing them to rely on outdated numbers for critical decisions

43% of companies struggle with fragmented data, making it nearly impossible to deploy AI or generate actionable insights



2

Analyst Dependency & Slow Turnaround

90% of managers still depend on BI teams to build dashboards or run simple queries—introducing days (or even weeks) of back-and-forth

82% of companies admit they make decisions on stale data, leading to missteps and lost revenue



3 AI Potential Hampered by Poor Data Quality

70% of organizations list data quality issues as a top barrier to performance, and 91% say this directly hurts their bottom line

Yet only **33%** have a truly data-driven culture—the rest are still waiting on analysts or gut instinct



Rintel: From Data to Decisions

Unified insights across the value chain

Real-time access for faster decision-making

Reliable intelligence that drives performance

**In retail, the right insight at the
right time makes all the difference.**