Category

Data & AI

Data Literacy for Retail, Merchandising & Store Operations Playbook

Reading sales and inventory data well enough to know if a slow week is a trend or just a slow week

- Practitioner
- Intermediate
- Template Included

- Mithun A. Sridharan
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- 3 minute(s)

Overview

A framework for building data literacy within retail, merchandising, and store operations teams — seasonal and promotional confounding awareness, store-level sample size caution, and distinguishing genuine merchandising signal from normal sales variation.

Retail teams already track sales data daily — isn't that already

sufficient data literacy? Daily tracking builds familiarity with data, but genuine literacy means distinguishing genuine merchandising or operational signal from normal sales variation, seasonal effects, and promotional confounding — skills that frequent data exposure alone doesn't automatically build.

What's the most common data literacy gap specifically in retail

merchandising decisions? Attributing a sales change to a specific merchandising decision (a display change, a price adjustment) without accounting for concurrent seasonal or promotional factors that might better explain the observed change.

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