



INTRODUCING VELOCITY® v12.0

An AI-Powered Retail Data Platform
for Consumer Packaged Goods Companies



WELCOME TO VELOCITY® 12.0

Over a Dozen Game-Changing Features in the New VELOCITY® Platform

If you're in sales, marketing, data analysis and insights, supply chain, or IT at a consumer packaged goods (CPG) company, you know the pain points of data collection and management all too well: retailer data that's inaccurate, incomplete, or inconsistent; hours spent manually gathering, manipulating, and validating data; sales and demand forecasts that miss the mark; and insights that arrive too late to act on.

VELOCITY® 12.0 addresses these challenges head-on with more than a dozen powerful features designed to leverage artificial intelligence (AI), machine learning (ML), and cloud-native architecture to automate retail data management, improve forecasting accuracy, unlock business intelligence you didn't know was hiding in your data, and accelerate decision-making across the enterprise.



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INTELLIGENT AUTOMATION AT SCALE



EXCEPTION DETECTION

At the heart of the release is AI-powered exception detection that automatically identifies missing retailer files and unexpected patterns across retailer data feeds. The system flags issues, enabling teams to prioritize critical problems while notifying stakeholders faster about data integrity issues that require retailer attention.



RETAILER CODE MAPPING

The platform's intelligent retailer code mapping uses Azure ML and Retail Velocity expertise to automatically match varying retailer item codes to standardized master items by analyzing retailer product descriptions and historical mapping, codes, and patterns. This eliminates countless hours of manual mapping of retailer item codes to manufacturer SKUs or UPCs while improving accuracy through continuous learning and confidence scoring.



ITEM DESCRIPTION & PRODUCT ATTRIBUTE CLEANSING

Item description and product attribute cleansing powered by AI and natural language processing standardizes and enriches master item data, ensuring consistency across attributes like brand and category, along with other custom attributes that can be defined by the client. Complementing this, the new Prime Item Editor enables efficient management of hierarchical item structures, allowing clients to organize products into meaningful groupings that enhance reporting capabilities and data analysis. This foundation enables better product clustering, forecasting, and promotional analysis across the entire product portfolio.



ANOMALY DETECTION

Anomaly detection using statistical techniques flags stockouts, sales spikes, and pricing errors. In addition, monitoring dashboards provide transparency into data load health and completeness across all retailer feeds.

ADVANCED ANALYTICS AND FORECASTING ADAPTOR



DEMAND FORECASTING ADAPTOR

The new release introduces a demand forecasting adaptor that leverages historical sales and inventory data for the purpose of predicting future demand at SKU, store, and chain levels. A quick-start adaptor guide and data dictionary allow CPG companies to improve demand forecasting models that incorporate seasonality, holidays, and pricing effects while providing confidence intervals for more informed inventory planning and replenishment strategies.



PRODUCT & STORE CLUSTERING

Product clustering and store clustering algorithms automatically segment products and locations based on sales performance and operational metrics, uncovering natural groupings that inform merchandising and promotional strategies, inventory management, demand forecasting, resource allocation, and regional planning. These unsupervised ML techniques identify high-performing products, store behavior, niche opportunities, and underperformers without manual analysis.



WEATHER DATA INTEGRATION

Weather data integration with business data correlates weather patterns with operational metrics, enabling brands to better anticipate supply chain disruptions, optimize logistics, improve demand forecasting accuracy, and answer the “why” behind low sales or anomalies.



CONVERSATIONAL INTELLIGENCE

VELOCITY® now supports natural language querying and interaction through multiple interfaces. [A Microsoft Power BI dashboard](#) with Q&A capabilities allows non-technical users (i.e., business users) to ask questions in plain English like "What were Walmart's returns last week compared to previous weeks? How was inventory affected?" This information can help CPGs better determine the economic impact of these scenarios in terms of units and dollars. Additionally, Microsoft Copilot agents and integration will enable automated and intuitive conversational data exploration, AI-assisted reporting, and proactive insight generation directly from VELOCITY datasets in OneLake.



ENTERPRISE-GRADE FOUNDATION

Underpinning these innovations is a comprehensive OneLake integration via [Microsoft Azure Synapse Analytics](#) that automatically synchronizes VELOCITY data and incremental changes into a cloud-native data lake. This modern and advanced architecture eliminates the need for traditional Microsoft Analysis Services cube servers while enhancing data accessibility and enabling advanced analytics and seamless Power BI connectivity and reporting.

The VELOCITY 12 release represents Retail Velocity's commitment to delivering not only timely and high-quality data, but valuable business intelligence—packaged in an intuitive, scalable SaaS platform that grows with consumer goods companies' evolving data and analytics needs.

READY TO GET STARTED?

The retail landscape is more complex than ever, with more channels, more data, and higher stakes for getting it right. The new VELOCITY® retail data platform is built for this reality—automating the routine, surfacing the critical, and putting powerful analytics in the hands of everyone who needs them.

Ready to see these features in action? Contact us or visit www.retailvelocity.com to start the conversation or schedule a demo.



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About Retail Velocity

Retail Velocity provides industry-leading retail data collection, cleansing, harmonization, and analytics solutions for consumer packaged goods companies and retailers. Our VELOCITY platform transforms disparate retailer data feeds into unified, actionable intelligence that powers better decisions across sales, marketing, supply chain, and finance.



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