

Follow us on Youtube for latest Accelerator videos: @TableauAccelerators

RETAIL CRIME

This Tableau Accelerator allows you to:

- Track and reduce retail crime
- Proactively address and mitigate criminal activities
- Protect assets
- Ensure the safety of employees and customers
- Identify and implement optimal security models
- Focus efforts on high-risk areas to prevent crime-related losses
- Identify stores in need of security investment for targeted improvements

Monitor and improve KPIs

Sales

- **Total Sales \$:** Total amount of sales done in stores (sell-out, expressed in currency)
- **Sales \$ per Store:** Average Sales amount per store (all active stores over the period, expressed in currency)

Crimes

- **Total Crime \$:** Total Crime amount over the period (expressed in currency)
- **Average Crime \$:** Average Crime amount per crime (expressed in currency)
- **Nb of Crimes:** Total number of crimes over the period
- **Crime vs Sales %:** Crime amount as percentage of Total Sales amount (expressed in percentage)
- **Crime \$ per Store:** Crime per store (all active stores over the period, expressed in currency)

Stores

- **Nb of Stores:** Total number of stores having a sales transaction or a crime over the period

Loss Prevention

- **Total Prevention \$:** Total cost of prevention measures implemented (expressed in currency)
- **Estimated Crime Reduction \$:** Estimated amount of the impact of security measures in place to reduce losses from retail crime. This estimation is calculated in comparison to Total Crime \$ of stores with the weakest security measures (expressed in currency)
- **Estimated Net Benefits \$:** Estimated amount of benefits from implementing security measures. (expressed in currency)
- **Estimated ROI %:** Estimated Return On Investment from implementing security measures (expressed in percentage)

Answer key business questions

- How exposed are we to retail crime?
- How does this affect our results?
- How effective are we at preventing retail crime?
- Where should we focus our efforts to minimize retail crime?
- Which stores require specific attention?
- Where should we invest next to maximize impact?

Required attributes

This Tableau Accelerator uses two concatenated datasets: "Reported Crime" and "Retail Sales".

You must use the same stores and product lines in both datasets to get a meaningful result in the Tableau Accelerator.

Reported Crimes

- **Crime Id** (*string*): Unique Identifier of the crime
- **Date** (*date*): Crime date
- **Store** (*string*): Store name
- **Country** (*string; role: country*): Country where the store is located
- **State** (*String; role: province*): State where the store is located
- **City** (*string; role: city*): City where the store is located
- **Store Latitude** (*numeric*): Latitude where the store is located
- **Store Longitude** (*numeric*): Longitude where the store is located
- **Product Line** (*string*): Product Line, Product Category, Business Line...
- **Security Model** (*string*): The security model refers to the strength of measures in place to protect assets. Expected values: "Very Low", "Low", "Medium", "High", "Very High"
- **Security Model Description** (*string*): The security model description details the measures in place to protect assets. e.g: "Employee Training", "Employee Training + Surveillance System" etc.
- **Source of Crime** (*string*): Source of Crime e.g: "Customer Theft", "ORC - Organized Retail Crime", "Employee Theft", "Supplier/Warehouse Theft" etc.
- **Crime Amount** (*numeric*): Crime amount

Retail Sales

- **Date** (*date*): Sales date
- **Store** (*string*): Store name
- **Country** (*string; role: country*): Country where the store is located
- **State** (*String; role: province*): State where the store is located
- **City** (*string; role: city*): City where the store is located
- **Store Latitude** (*numeric*): Latitude where the store is located
- **Store Longitude** (*numeric*): Longitude where the store is located
- **Product Line** (*string*): Product Line, Product Category, Business Line...
- **Security Model** (*string*): The security model refers to the strength of measures in place to protect assets. Expected values: "Very Low", "Low", "Medium", "High", "Very High"