


# WHERE IS THE SHOE IN THAT?

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**90%** of all information absorbed is **visual**

almost **50%** of your brain is involved in **visual processing**

our brains process pictures **60,000** times faster than text

we retain **80%** of what we see, **20%** of what we read and **10%** of what we hear

We human beings are visually wired. We cannot help it: it's simple evolution and our brains work that way. And we in the fashion world are just not visually wired...we are image wired.

Our brains just aren't geared to process text, spreadsheets and tables very well.

Representing data graphically is a step up but it is not exactly visual. To answer "what's trending?" is hard - with only a spreadsheet or even a nice graph – but show a picture and we immediately get it. We recognize the underlying features and patterns and it makes sense.

Our world is getting more and more challenging. More drops, burgeoning SKUs, mass customization and yet the need to take quality decisions rapidly is more important than ever. So where are the images in our number crunching?



Someone, let's call him "Joe", runs a large fashion and lifestyle brand. He's grown the company from scratch and has established his brands as regional leaders.

But he's frustrated. When he wants to review product performance he gets an Excel spreadsheet with a lot of SKU codes. Unless a lot of effort goes into it, running into days,

he can't get a pictorial understanding of his brands' performance. Recently his analysts have added attractive

id	category	brand	sub brand	price	color	revenue	Sell Thru Pct
NKAM4	Flats	ABC	F1	199	Black	597000	65
NKAM5	Flats	ABC	F1	199	Mixed Blue	597000	65
NKAM6	Flats	ABC	F2	199	Black	597000	65
NKAM7	Flats	ABC	F2	199	Lt Grey	597000	95
NKAM8	Flats	ABC	F2	199	White	597000	25
NKAM9	Flats	ABC	F1	199	Charcoal	597000	65
NKAM10	Flats	ABC	F1	199	Black-multi	672590	99
NKAM11	Wedges	XYZ	W7	199	Sky-multi	672715	75
NKAM12	Wedges	XYZ	W8	199	White-multi	672840	50
NKAM13	Wedges	XYZ	W9	199	Peach- mult	672965	50
NKAM14	Wedges	XYZ	W10	199	Black Sky	673090	50
NKAM15	Wedges	XYZ	W11	199	Black Neon	673215	75
NKAM16	Wedges	XYZ	W12	199	Black Punk	673340	25
NKB1	Heels	XYZ	H9	249	Royal	747000	65
NKB2	Heels	PQR	H10	249	Blue	747000	65
NKB6	Heels	PQR	H11	249	Black	747000	65
NKB7	Basketball	PQR	BB20	249	Mixed Blue	747000	65

graphs, but they don't help him make distinctions to take decisions with quality. He gets frustrated, pointing at the spreadsheet with its pie-chart he demands to know:

"Where is the  in that?"

The problem is Joe's using only half his brain: the left hemisphere. Not having images in the analysis ignores the faster and more visual right hemisphere of his brain. And this part of the brain works fast. Really fast: a recent MIT study found that it takes only 13 milliseconds to process images and make associations. Joe can accelerate and improve his decision making if he can work with images and underlying data simultaneously and seamlessly. Canvas helps him do that exactly.

Canvas mashes up images with spreadsheet or ERP data to provide a platform on which he can manipulate images and data at the same time and create the right kind of analyses to reach quality decisions.



Using Canvas Joe can filter, group and sort data on any number of attributes to analyse the performance of his collection. In addition he can create new data on the fly by tagging collections and perform analysis on the subset he has tagged.

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Canvas provides him the platform to take quality decisions – which he can then communicate by generating reports by using Canvas layout feature or collaborate with other users via the cloud.

Now he can see the shoe as well as the spreadsheet!!