



Digital Transformation Self-Assessment Kit

5 simple questions to define your Digital Transformation Profile



For each of the questions below, count 1 point when your answer is Yes and 0 when your answer is No.

Count Your total point and just send it to us with the word TOTAL at decisions@hyper-trade.com.

We will send you back your personalized Digital Transformation Profile.

Section 1 — Decisions (Core)

Are we improving decisions?

- Do we clearly identify the key decisions that drive performance?
- Have these decisions become faster over the last 12 months?
- Are decisions based on shared data (not individual judgment)?
- Are decisions applied consistently across teams / regions?

Section 2 — Execution (The missing link)

Do decisions actually happen?

- Are decisions embedded into tools / workflows?
- Do teams follow system recommendations most of the time?
- Are deviations tracked and understood?
- Are incentives aligned with using the system?

Section 3 — Customer Impact (Proof)

Is customer behavior changing?

- Are we seeing improvement in repeat purchase / retention?
- Are customers spending more or buying more frequently?
- Do we measure share of wallet or equivalent?
- Can we link decisions to customer outcomes?

Section 4 — Data & Systems (Enablers)

Are we supporting decisions—or just producing data?

- Do users trust the data they use?
- Is data updated fast enough for decisions?
- Are tools designed for usage, not just reporting?
- Is data quality actively monitored and managed?

Section 5 — Transformation Logic

Are we working in the right direction?

- Do we start from customer behavior, not systems?
- Do we prioritize decisions before building tools?
- Do we scale what works—or keep piloting?
- Do we measure success by impact, not delivery?

Score interpretation

- 0–8 → “Digital Illusion” (tools without impact)
- 9–14 → “In Transition” (some progress, inconsistent)
- 15–20 → “Real Transformation” (decisions driving results)

About us

We help retailers and manufacturers improve performance by focusing on what matters most: better decisions, better execution, and stronger team alignment.

Our Retail Decision System turns data into clear priorities and actionable decision paths for commercial teams.

A single retail logic powers both our decision engine and AI — ensuring every recommendation is consistent, structured, and actionable.

Our approach is simple:

- No dashboards. Just decisions.
- Retail expertise, amplified by AI
- From insight to action — fast, structured, aligned

If this assessment raised questions, let's discuss your priorities. decisions@hyper-trade.com