



RETAIL.360™

“Plug-and-play” BI tool leveraging AI-driven technologies to empower category planners in the retail sector to enhance their product portfolios and range planning

- Identifies high- and low-performing SKUs for to refine category assortments
- Delivers multi-dimensional KPI insights for informed decision-making
- Analyzes product data against retail metrics to support strategic planning

Plug-and-play Tool for Range Planning Optimization

INDUSTRY

- Manufacturing
- Retail
- Services
- Logistics

FOCUS

- Strategic
- Tactical
- Operational

ANALYTICS

- Descriptive
- Diagnostic
- Predictive
- Prescriptive

METHODOLOGY

- BI
- Data Mining
- Advanced Analytics
- Real-Time Analytics

FUNCTIONALITY

- Reporting
- Visualization
- Forecasting
- Optimization

TECHNOLOGY

- Big Data
- Data Visualization
- ML
- Cloud Computing
- Computer Vision

Business challenge

- Difficulty aligning assortments with stakeholder expectations, corporate targets, and product strategies
- Challenges in interpreting customer demand shifts effectively
- Complexity in managing product line breadth and depth
- Multi-dimensional performance assessment adds to the complexity of retail planning

Problem

- Linking customer choices to metrics like sales, GMROI, sell-thru, and gross margin is challenging
- One-dimensional data restricts actionable insights and strategic decision-making
- Identifying top- and underperforming products requires navigating multiple metrics
- Sophisticated analysis is essential to uncover deeper relationships

Impact

- Misaligned product variety leads to overstocking and high inventory costs
- Premature price reductions and incorrect pricing erode profit margins
- Stockouts on high-demand items result in lost sales opportunities
- Slow sell-thru rates increase markdowns and harm profitability
- Operational inefficiencies disrupt supply chains and damage brand perception

Solution

- Leverages AI-powered, multi-dimensional analysis for actionable insights in range planning
- Supports aligning of range plans with customer demand and corporate goals
- Enables planners to perform what-if scenarios using diagnostic analytics techniques
- Empowers more informed decisions to refine range plans effectively

Results

- Provides tools to evaluate product performance using GMROI, sell-thru, and gross margin
- Identifies top- and underperforming SKUs and supports SKU rationalization
- Delivers outputs like ABC analyses, cross-KPI charts, and ML-driven grouping
- Enables strategic, data-informed decisions for improved profitability

Benefits

- Increased sales, profitability, and customer satisfaction
- Optimized inventory for better product variety alignment
- Reduced cycle times from weeks to hours for assessing range plans and aligning with merchandise plans
- Enhanced competitiveness in the retail market

