



CASE STUDY

INVENTORY REPLENISHMENT

CLIENT SITUATION

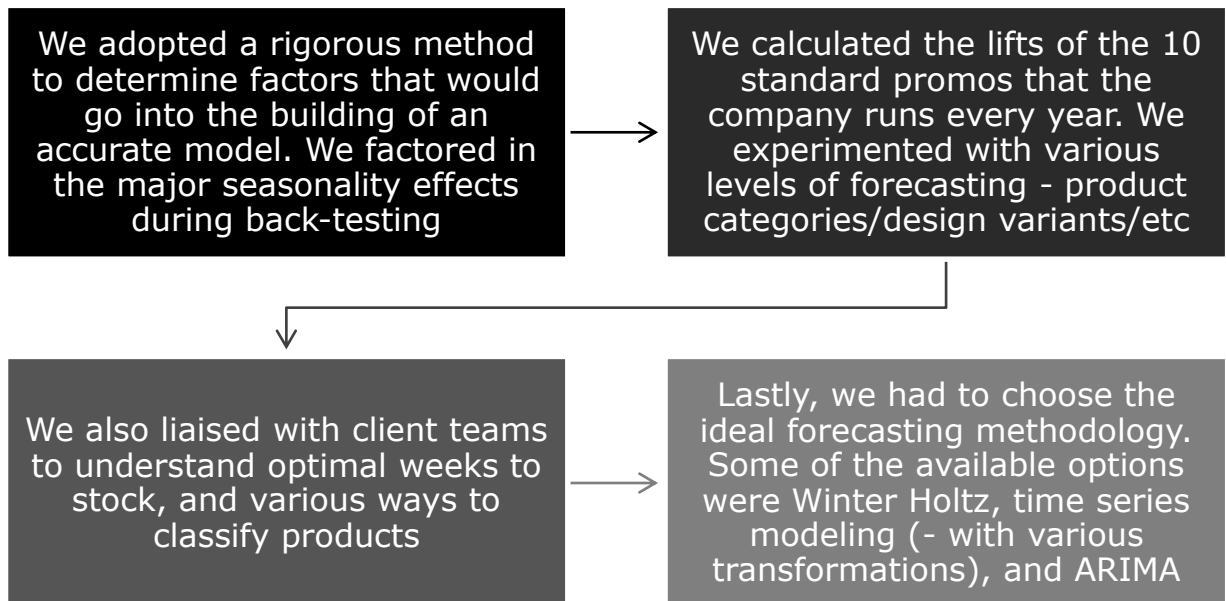
A multi-billion dollar fast fashion jewelry chain appointed Impact Analytics (IA) to run analytics models on their weekly order quantities and inventory stock

- The company runs about 2000 stores in the US, selling about 3000 SKUs in each
- Replenishing inventory every week had become unwieldy and was largely heuristic

The management sought a simple solution to manage backend ordering and reduce costs

THE SOLUTION

IA's Order\$mart product was the obvious answer to the problem. IA team extended its analytics services to include a customization of the product. The final tool made possible the procurement of right quantities at the store-SKU-week levels. Emphasis was made on seasonality, especially since Christmas, itself, contributed 25 percent of the sales. Promotions and other business relevant customizations followed.



Order\$mart analyzed 3 years of prior business data and, on the basis of ongoing client inputs, continued adding business rules at various levels



Get in touch with us



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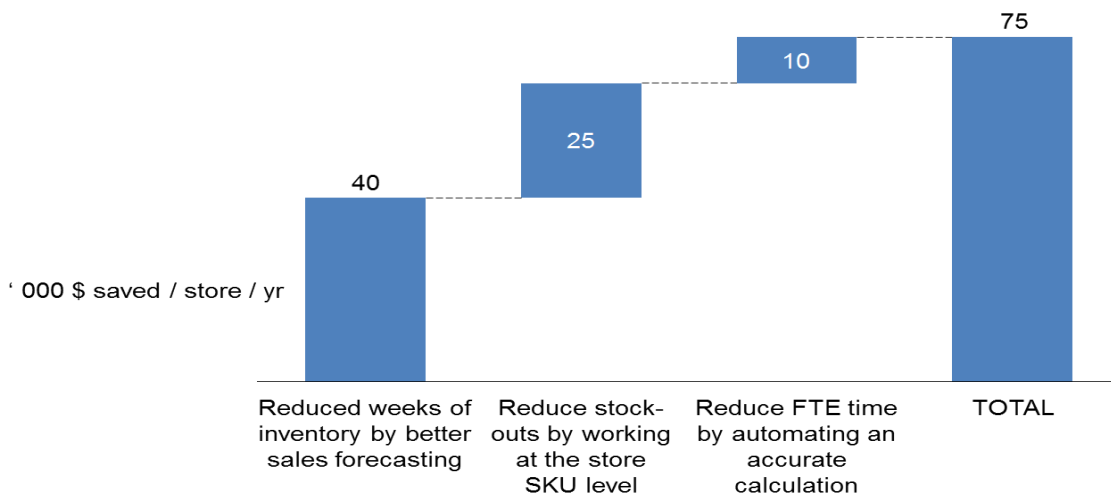
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- Our work bore tremendous impact on the company's inventory management
- Inventory, itself, came down from 30 weeks of revenue to 15 weeks, while ensuring that fast-selling products get stocked at optimal levels
- The latter led to a stock-out reduction of more than 40 percent and resulted in the doubling of turns

We built an Order\$mart web portal, a modern retail analytics platform, for the client where stakeholders can easily view and trigger their weekly orders. The portal seamlessly links the data feed with the calculations and the order master. It has details for specific orders with an interactive visualization tool, and a query corner where users could shoot concerns and request tailor-made tweaks they might need in the model.

\$75000/YEAR/STORE SAVED



Our big data analytics project with the client resulted in savings of USD 75,000, per store-per year. When our solution was deployed across 400 stores, the savings added up to USD 30 Mn.



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