





PRODUCT

Integrate trends into your forecast

Women's ready-to-wear clothing brand



TARGET

Integrate the evolution of fashion trends into your sales forecast:

-  Anticipate the success of a product with high evolution potential
-  Minimize the risks due to "image" but uncertain products

CHALLENGES

Gain user confidence in the accuracy of the forecast:

-  Identify and translate the coherence between trends and sales of the company into a scoring system
-  Ensure adoption by providing ongoing support to the teams

APPROACH

-  Collaboration with Heuritech to retrieve detailed data on fashion trends
-  Processing & integration of these data in the Product Autopilot application
-  Testing the forecast on past sales data of the brand

INSIGHTS & VALUES



Access trend data observed on social networks



Reduce residual inventory on high uncertainty trend products



Pilot the turnover of new products to maximize margin

Up to
+9 %
Net margin new products

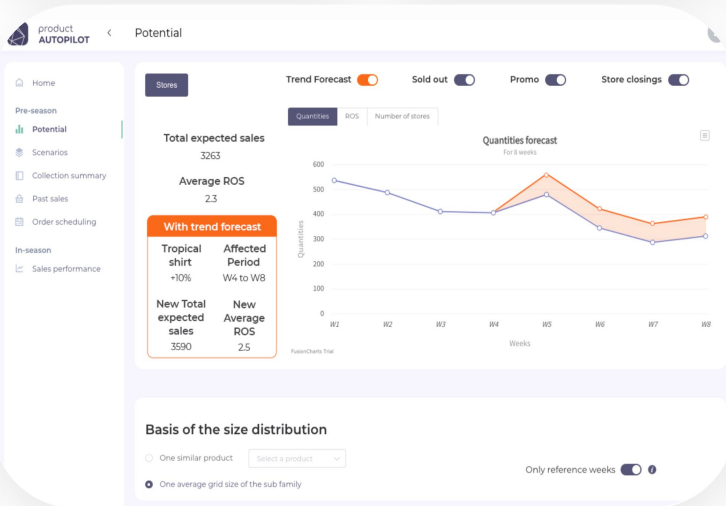
Up to
-13%
trendy products
stocks

+5 pts
flow rate of
new products

65%
Ref/co forecasted
by the trend



3
Data domains



21
Number of users

Project time
3 mois

Technologies

