



## PRODUCT

# Minimize lost sales

Women's ready-to-wear clothing brand

## TARGET

Reduce lost sales due to insufficient inventory:



Quantify the volume of lost sales by SKU/Store/Week



Estimate the real potential of past sales



Calculate the sales potential of new items at the ref/co/size level

## CHALLENGES

Ensure that users trust and use the solution:



Detect and correct source data quality issues



Measure and validate the performance of sales prediction algorithms



Support the adoption of new data-centric business practices by merchandisers

## APPROACH



Correct past sales through algorithms that combine many factors



Match future items with past collections via product attributes and sales criteria.



Predict the size distribution of new items based on corrected history

## INSIGHTS & VALUES



Easily access the entire corrected sales history



Reduced time spent on sales forecasting by merchandisers



Improved turnover and margins for new products

Up to  
**+2%**

Incremental turnover

Reliability of the forecast

**+8pts**  
higher

Ref/co forecasting

**3x**  
quick

**520 Millions**

SKU/Store/Week analyzed



**Stocks & Sales**

**4**

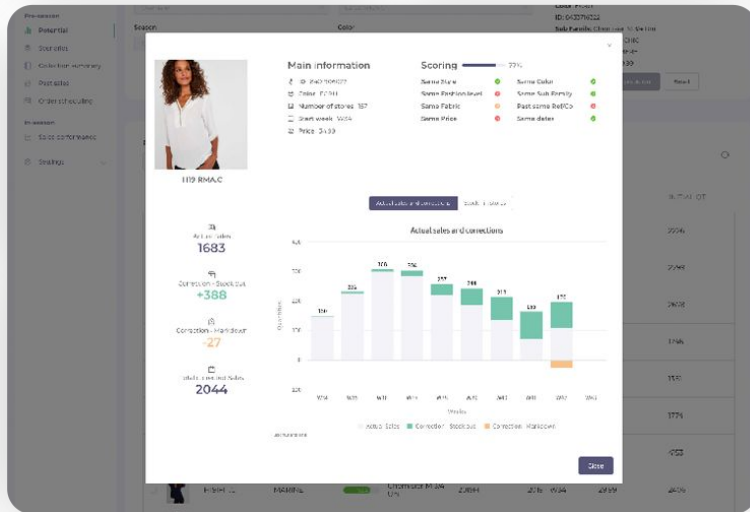
Data domains



**Stores**



**Products**



Number of users

Project Time  
**3 months**

Technologies

