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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
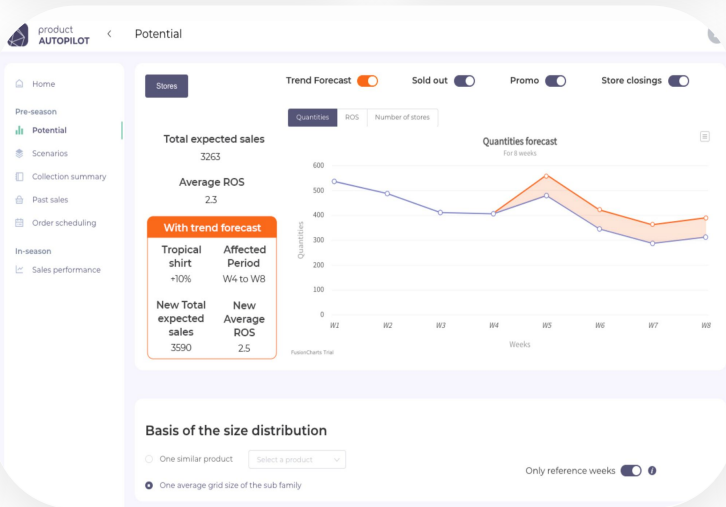
65%

Ref/co forecasted by the trend

Stocks & Sales

3

Data domains

21

Number of users

Trends

Products

Project time

3 mois

Technologies

tailer

product AUTOPILOT

AI Platform

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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

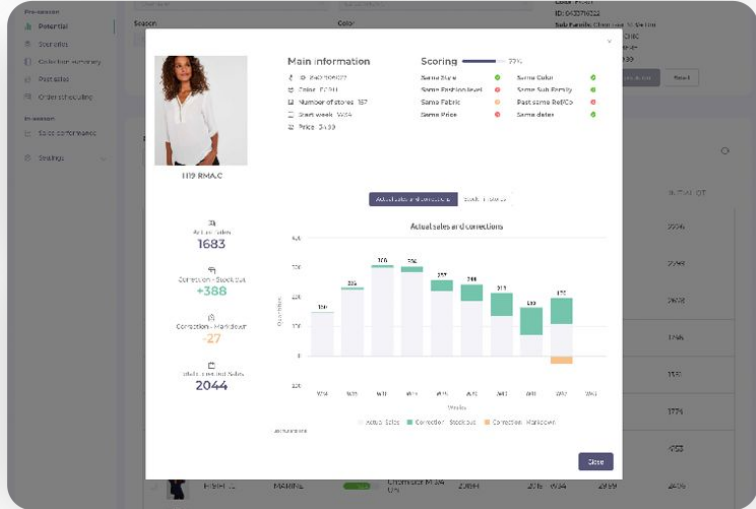**Reliability of the forecast**

+8pts

higher

Ref/co forecasting

3x

quick

520 Millions

SKU/Store/Week analyzed

Stocks & Sales
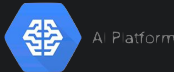
4

Data domains

Stores

Products

21

Number of users

Project Time

3 months

PRODUCT

Order Scheduling

Women's ready-to-wear clothing brand

CONTEXT

Agilely optimize inventory levels for optimal cash flow

Plan deliveries over an entire season to ensure expected sales while controlling weekly warehouse stocks at the most appropriate level

Develop its agility by preparing a flexible delivery schedule that can be recalculated according to the evolution of actual sales

CHALLENGES

Many parameters to be combined for an optimal planning

Calculate the optimal weekly stock for each TCR to ensure forecasted sales without overstocking

Automatically estimate the ideal supplier delivery schedule

Readjust this schedule as quickly as possible according to the evolution of actual sales

APPROACH

Mapping of the different business variables necessary to calculate the optimal stock

Construction of an automatic optimization algorithm for the delivery schedule

Intelligent user interface allowing quick and visual readjustment of the schedule

INSIGHTS & VALUES

Visualize your forecasts for each sales channel

Organize its deliveries by guaranteeing an accurate optimal stock

Calculate and update your needs in three clicks to increase your reactivity

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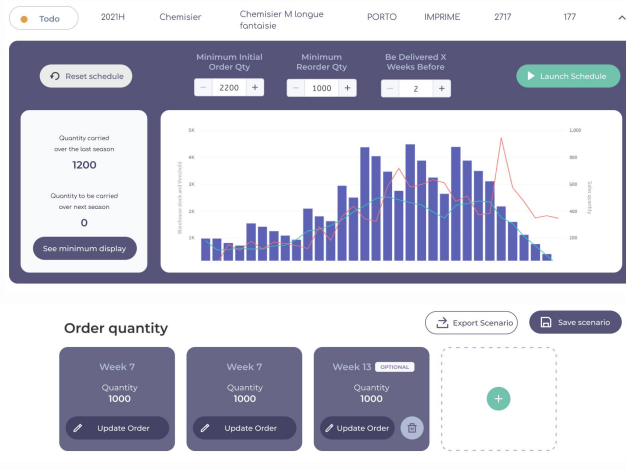
PRODUCT

Sales Reforecast

Women's ready-to-wear clothing brand

CONTEXT

Boost your reactivity during the season

- Detect deviant models from their forecast to focus efforts on priority products

- Calculate its new needs by taking into account the performance of current sales

- Facilitate decision making and understanding of its consequences

CHALLENGES

Synthesize its needs for agility, precision and planning

- Receive relevant alerts for better productivity

- Determine your precise updated needs at the RCT level

- Adjust its forecast according to different parameters: past deliveries, current sales projections, end of season landing...

APPROACH

- Definition of an alerting system for a better priority management

- Building a sales projection algorithm based on the performances calculated each week at the RCT mesh

- User interface suggesting actions to be taken and visualization of the impact of the new forecast

INSIGHTS & VALUES

Visualize
the models to be
treated in emergency

Anticipate and adjust
its necessary stock level
in three clicks

Know immediately the
impact of the
readjustments on the
delivery schedule and the
end of season landing