



SUPPLY & STORE

Store Identity

Stock reallocation

grain^{de}
malice

CONTEXT / TARGET

Clustering of stores for :



Avoid stock-outs



Adapt the quantities to be implemented according to the collection and the stores



Harnessing the potential of e-commerce to improve the flow rate of product

CHALLENGES

Main project issues:



Confirming/affirming "beliefs"



Optimize the collections of "atypical" stores



Identify use cases and their deployment

APPROACH



Clustering of stores on a multi-criteria basis (sales performance, customers, collections, competition, catchment area, etc.)



Identify the discriminating criteria of each cluster to define a profile



Deployment and measurement of use cases on a set of pilot stores

INSIGHTS & VALUES



Expand the study spectrum of the implantation quantities according to new criteria (degree of fashion, customer profile, catchment area)



Enhance the stocks of "flagship" stores on "essential" products when the competitive context is strong to avoid stock-outs



Reallocate stocks of "ephemeral" products according to their best sales potential (including e-commerce)

+45k

Pièces écoulées

-1 pt

stock-outs

165

stores

5

clusters

6

Data domains



Stores



Products



Customers



Catchment
area



Competition



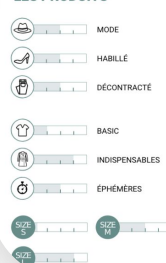
Stock

Project Time
3 month

LES VENTES

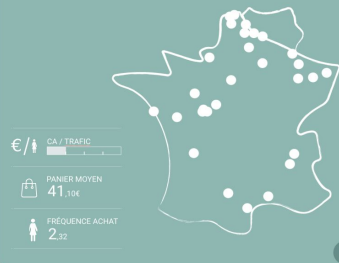


LES PRODUITS



Les fleurons

Magasin plutôt de centre commercial avec un fort potentiel de chiffre d'affaire. Il est situé dans une zone de chalandise moyenne mais avec un fort trafic et de la concurrence. La cliente est attirée par l'ensemble des typologie produits mais a une appétence plus forte que la moyenne sur les indispensables.



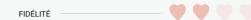
LES MAGASINS

SURFACE DE VENTE 155 m²



LES CLIENTES

AGE 50 ANS



TAUX DE RECRUTEMENT

Technologies



David Baillier

Supply Chain Director
at Grain de Malice

"Store identity allowed Grain de malice to refine its analysis of its omnichannel stock allocation by broadening its spectrum of actions (by including the customer axis, store environment, by deepening our thoughts on products...). We also confirmed some of our strong convictions within the company, such as putting 100% of the offer width in 100% of the network.

This project has been very important for us to keep moving forward !!"

