



SUPPLY & STORE




Store Identity

Stock reallocation






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

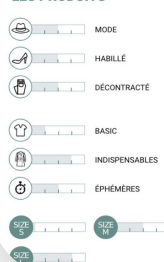
Project Time

3 month

LES VENTES

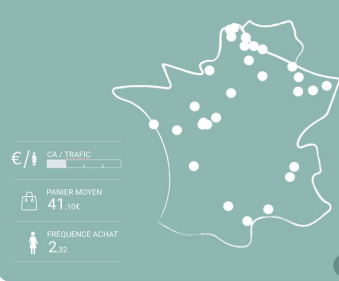


LES PRODUITS



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



ZONE DE CHALANDISE



ATTRACTIVITÉ



NIVEAU DE CONCURRENCE



TRAFIC



LES CLIENTES

ÂGE 50 ANS

FIDÉLITÉ

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 !!"








SUPPLY & STORE

Dashboard & RFID analysis

Men's ready-to-wear clothing brand




CONTEXT

Deployment of an RFID system to :


-  Improve the management and traceability of store/warehouse stocks
-  Simplify store processes such as inventories or cash collection
-  Offer customers new services such as online consultation of store stocks in real time


CHALLENGES


Main project issues :

-  Estimate the business benefits brought by the implementation of RFID
-  Monitor the adoption of the new RFID processes by the store and warehouse teams
-  To accompany the changeover between the old stock system and the new one with RFID

APPROACH

 Measure the evolution of KPIs impacted by RFID such as the reduction of lost sales

 Create dashboards for network and store managers to drive the adoption of new RFID business processes

 Analyze and explain the stock differences between the old and new system now based on RFID counts

INSIGHTS & VALUES



Measurement and optimization of ROI generated by the RFID system, globally & per store



Accelerate RFID adoption in stores and warehouses with individually coached teams



Reduced changeover time between the old and new systems

Up to
99%
Stock Accuracy

Project Risk
2x
lower

Change Management
3x
faster

100M
of stock movements per year



Stocks

3

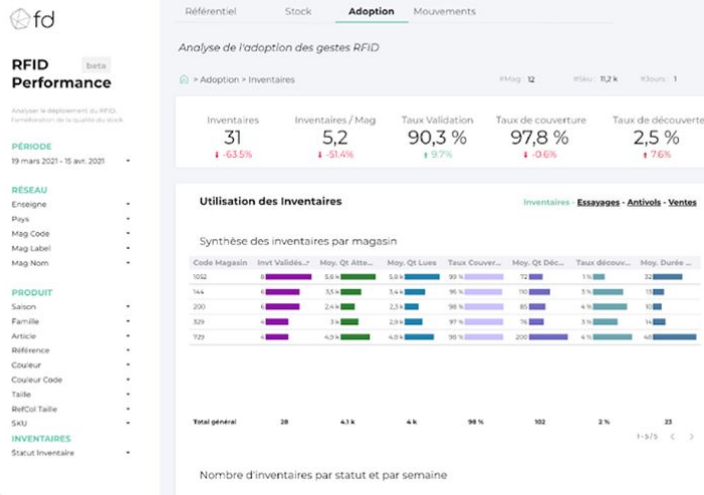
Data domains



Stores



Products



 **330**

Number of target users

Project Time
6 months

Technologies

Partner





SUPPLY & STORE

Store Companion

Women's ready-to-wear clothing brand

APPROACH



Validate data quality upstream



Understand the needs to propose the best user experience



Clearly define the scope of the project and the audience targeted by the tool

CONTEXT / TARGET



Make the data available to users through an easy-to-use and fast visual tool



Be able to easily compare yourself to a reference store in your region on a wide variety of KPIs (sales, CRM, traffic, etc.)



Simplify management rituals with a clear presentation highlighting key facts

CHALLENGES



Implementation of a dataviz tool adapted to users' needs



Concentrate in a single tool all the indicators on a wide variety of analysis grids (network hierarchies, filters, comparability)



Provide figures validated by management control

INSIGHTS & VALUES



Total interactivity:
period, referral store,
choice of KPI...
Mapping



Access to data at any
time and anywhere
(mobile) without being
dependent on scheduled
mailings of reports



Regional managers
no longer have to
apply to
management control
to have their KPIs for
steering

+20%
productivity gains

1 app mobile
+ desktop
vs 12 reports
static

3 ans
data history
in like for like



250
stores



Traffic

3

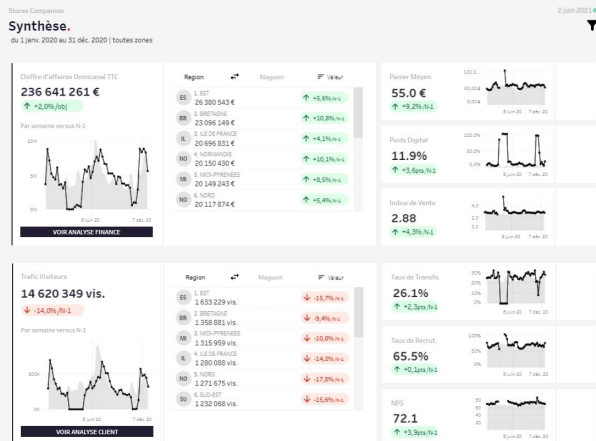
Data domains



CRM



Sales



85
users

Project time
3 months

Technologies

