

ALGONOMY

REDO DIGITAL

GAIN THE ALGONOMY ASSORTMENT ADVANTAGE

Automated demand led customer-centric
assortment plans to improve full-price sell thru



Assortment planning is one of the key merchandising processes that helps define what items to buy, in what quantity, and in what sizes, so that each store gets just the right amount of merchandise to meet customer demand. But how can you do this in a profitable way to meet your brands financial targets? Retailers are looking to a more data-driven approach to create assortments that are unique across their stores and ecommerce sites while ensuring that they are optimized to reduce inventory costs.

With Algonomy Assortment Edge, retailers can get demand led customer-centric assortments with granular recommendations for depth, breadth and size profile to meet key merchandising objectives of full price sell thru and resultant profitability.

Algonomy Assortment Advantage helps fashion retailers with:

Accurate assortment planning



Achieved with an
algorithmic approach

Efficiency in execution



With automated
assortment planning

Agile assortment planning



Through continuous visibility
and insights

Get algorithmic inputs for precise and effective assortments to drive profitability and greater customer experience.

Assortment Depth and Breadth

Determine the variety of products to be carried in their right quantities by category to help meet buying budgets and business objectives with a Pareto analysis and ABC classification combination model. It helps predict Assortment depth and arrive at the ideal breadth across high, mid, and low contributing options.

Size Pack

Get automated size packs that are sensitive to local customer preferences. Obtain recommendations for optimized size profile by region, store clusters, etc. factoring in minimal loss and excess stock situations.

Style Intelligence

Gain insights on the top selling styles based on market intelligence, upcoming and competition brands' trends across the world. Instant validation of trends for each WIP Assortment Plan.

Algonomy Assortment Edge Key Features

Forecasting

Embedded set of forecasting models in various assortment planning functions to align the plans to predicted demand. Purpose-built using an ensemble of machine learning forecasting algorithms and techniques, the models address fashion specific use cases of seasonally changing assortments (sparse history), demand variability due to changing fashion trends, channel and location specific factors including demographics, competition etc

Build highly localized assortment plans by segmenting stores into micro store clusters of similar stores based on performance factors like traffic, sales velocities, product performance, promotion response etc and causal factors like store location, size, space, local demographics, climate etc. Separate set of segmentations are created to suit the specific nature of each assortment planning functions like breadth and depth planning, size profiling and pack sizing.

Store Segmentation

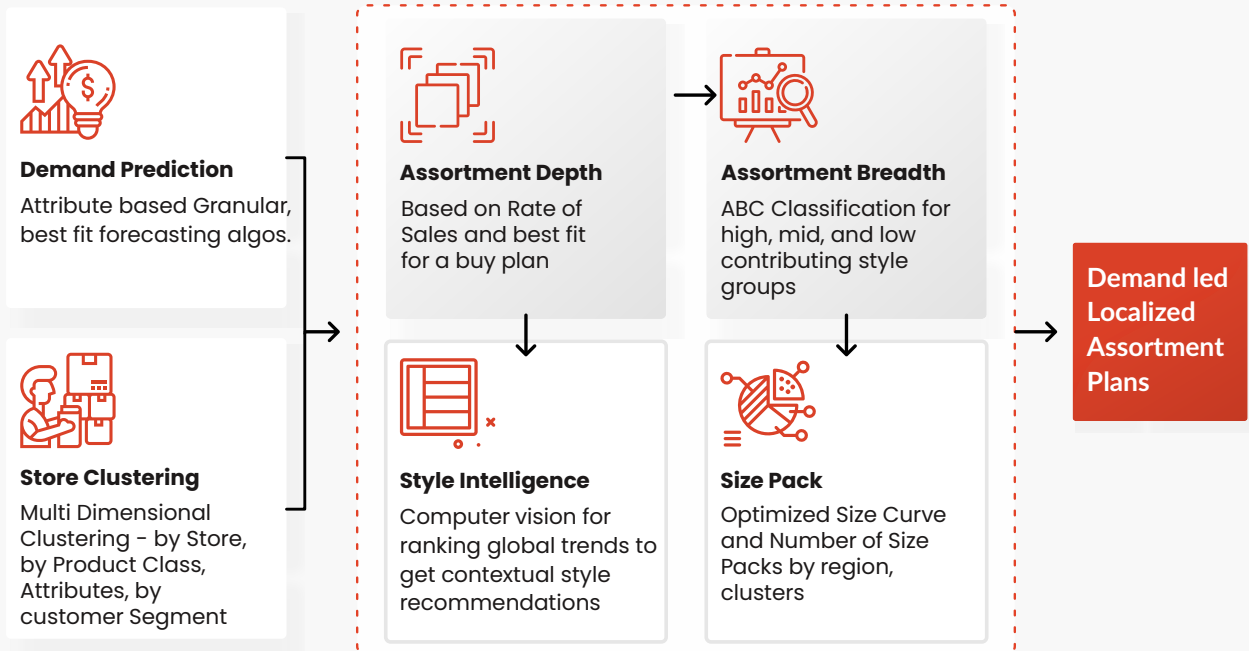
1-click Planning

Fully automated planning process that generates plans for specific products and periods at the click of a button with options for planners to make manual adjustments as per business needs with built-in workflows for managers to review, override and approve.

Continuous tracking and analysis of actual performance against the plan with automated insights. Get continuous visibility of KPIs like rate of sale, sell-throughs etc. with automatic identification of exceptions and outlier behavior at a granular product, channel, location level. Mitigate performance exceptions with actionable insights in the form of recommended actions like inter-store transfers, OTB actions and identification of promotion or markdown candidates.

Visibility and Insights

The Agile Assortment planning process- Our approach



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Algonomy empowers leading brands to become digital-first with the industry's only real-time CDP platform with built-in customer activation and analytics for the retail industry. With its comprehensive AI-driven solution, retailers can anticipate and respond to changing conditions while delivering highly personalized experiences to shoppers across all touchpoints. Algonomy is a trusted partner to more than 400 global retailers and offers unmatched retail expertise and breadth of digital best practices across data management, marketing, merchandising, analytics and ecommerce. For more information about Algonomy, visit www.algonomy.com.