

Smart Assortment Plan

Optimized inventory through smart assortment planning for different sales channels. one of India's biggest celebrity endorsed fashion brands, reduced overstocking by defining display norms as per the actual sales patterns. Using Irisx it was able to identify and bet more on top performers at each store and exit buying of non-performing attribute groups. It also redefined stock requirements to optimize initial launch requirements across stores.

Objective To optimize inventory for one of India's biggest high growth celebrity endorsed fast fashion brand.



Solution



Smart Assortment plan for 4 different channels (~200 stores) was created



Optimized the buying to exit the non-performing attribute groups and bet more on top performers at each individual store



Reduced overstocking in bottom stores by defining display norms as per the actual sales patterns.

13%

increase in
ful-price
sell-through

25%

reduction in
width at a
channel level

12%

improvement
in ASP