

Demand Forecasting and Assortment Optimization for a Fashion Retail Chain



Established unparalleled market intelligence by facilitating regular SKU tracking and optimized stock levels, **STATXO's custom Cloud platform enables proactive ordering. Achieving ~90% demand forecasting accuracy, it enhances distribution planning and process efficiency.**



STATXO's expertise has brought a remarkable shift in our operations and planning. They understood our challenges and delivered tailored strategies to optimize our assortment and reduce inventory costs. Their approach to addressing intermittent demand and assortment instability has streamlined our inventory management and boosted sales. We appreciate their partnership and the positive impact on our business."

- Senior Manager, EMEA



CASE FOR CHANGE

To address operational and planning challenges, the fashion retail chain aimed to optimize assortment and minimize inventory costs. Challenges included manual data extraction, lack of forecasting tools, and SKU-level demand assessment difficulties. They sought real-time insights for category managers and solutions for intermittent demand and assortment instability, aiming for efficient inventory management and sales maximization



SHARED VISION

To revolutionize demand planning and inventory management with STATXO's Cloud Analytics platform. The objective was to empower Category and Product Managers with real-time insights, enabling optimization of stock levels, informed decision-making, and enhanced sales performance. This journey aims to minimize inventory costs, maximize sales, and achieve operational excellence for the fashion retail chain



FEASIBLE PLAN

To support Category Managers and Product Managers, STATXO developed a Cloud Analytics platform for Demand and Inventory Planning. This platform empowered them to optimize stock levels, plan distribution, and track crucial product sales KPIs.

STATXO proposed six key types of analysis, including Demand & Supply Pattern Analysis, Product Lifecycle Analysis, Product Affinity Analysis, Store Segmentation, Demand Forecasting, and Inventory Planning & Optimization. This comprehensive solution enabled proactive order placement, efficient stock management, and data-driven decision-making



CAPABILITY TO DELIVER

Engaged with industry experts to gain insights into addressing the fashion retail chain's demand forecasting and assortment optimization challenges. Conducted a comprehensive analysis of the vast sales and inventory data, followed by the development of a cloud-based analytics platform to provide forward-looking insights.

Assessed demand patterns, product lifecycles, and store characteristics through six distinct types of analysis. This approach ensured a holistic understanding of the retail landscape, paving the way for an optimized solution