

AI-ASSISTED MERCHANDISING

Merchandising is often categorized as something for the creative marketer or for deep in the buying process when in fact innovation in this space is well overdue. There are fundamental problems that continue to stifle the merchandising function from delivering maximum value. As customer and commercial representatives with an array of valuable yet disparate data sources at their disposal, the role of the merchandiser is in the midst of an evolution. AI-Assisted Merchandising arms merchandisers with the intelligent foresight to pro-actively select, plan and execute ranges across an ever-evolving landscape of many channels, hyper-personalized expectations and connected experiences.

A BRILLIANT BASIC

AI-Assisted Merchandising involves a refocus back to the brilliant basics, ensuring that core data sources are unified. On top of which SYNTASA configures the suite of use case apps that come together in your own on-premise Unified Intelligence Hub. Through action-centered analytics, teams are unlocking the power of these use case apps through the AI-Assisted Intelligence Command Center which is the single view of performance for the merchandiser. Think minority report for merchandising. People are still critical in the process and whilst AI redefines their roles slightly, the focus is on enabling teams to act smarter, faster and based on comprehensive use case specific data models.

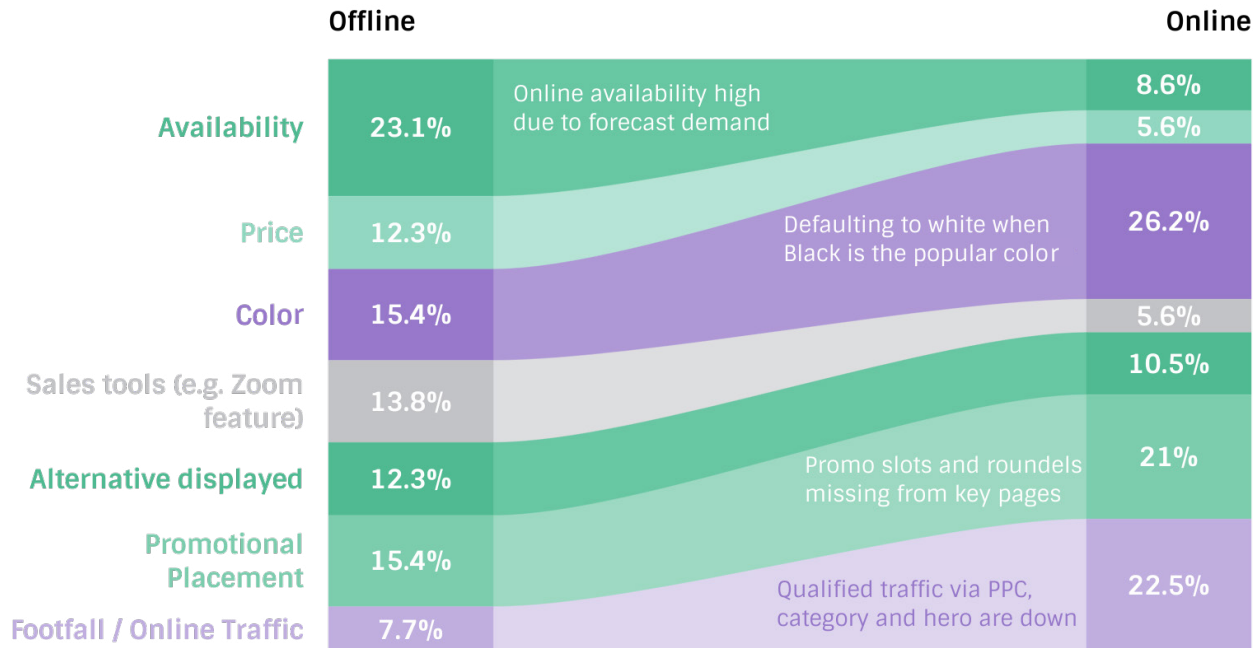
BUYING AND CREATIVE

- Merchandising behavioral modeling applied to distinguish between the impact of product attributes on decision making
- Leverage comprehensive product attributes in a unified behavioral schema, enabling machine learning modeling to assign statistical impact on KPIs
- Audience clustering and propensity model apps enable buying teams to use AI Assistance to plan new ranges and predict future behaviors
- Algorithmic attribution links marketing activities to assortment plans, and aligning targets in the pursuit of predictive marketing execution at the audience, channel, category, and product levels

PRODUCT PERFORMANCE INSIGHT EXAMPLE

The 'Black frill bandeau midi dress' is selling fast in-store but is lagging online - why?

By applying statistical contribution to sales behavior online vs in-store, associating like-for-like behaviors we can identify performance driving anomalies:



ASSORTMENT PLANNING

- Machine learning discovered product clusters and range insights including algorithmic profitability scoring
- Algorithmic stock and availability forecasting including granular channel demand forecasting and buffer/safety/backup stock normalized by historic and future campaign and offer plan
- Audience clustering by range, trend and products with granular attributes to micro-target online/vendor exclusives and maximize performance
- Geo-spatial modeling with store and channel taxonomy to optimize the sales mix, rollout and variations in range
- Machine learning driven opportunity detection triggers, including no search results, optimal path suggestions, product affinities, and price point testing
- Algorithmic Allocator combines historic and predictive future simulations to accurately produce a suggested channel, offer, media, price, and placement plan
- Next best action merchandising decisioning, including price/discount value, channel/banner/ad targeting, bundles, cross-sell/up-sell, delivery price, and email messaging

EXAMPLE: OMNI-CHANNEL VIEW OF PRODUCT PERFORMANCE



MERCHANDISING OPERATIONS

- Syndicate insights across channels with bespoke output adapters to marketing automation, CMS, call center, EPOS, and ERP
- Construct workflow triggers with autonomous algorithmic decisioning and a closed-learning loop. For example, this enables elements of the website to fully self-mechandise and hyper-personalized email smart blocks based on complete context

CAPABILITIES

- Message creative and sequencing
- Trend, defect and return detection
- Proposition insights: price, promo, color...
- Algorithmic demand forecasting
- Placement and VM insights

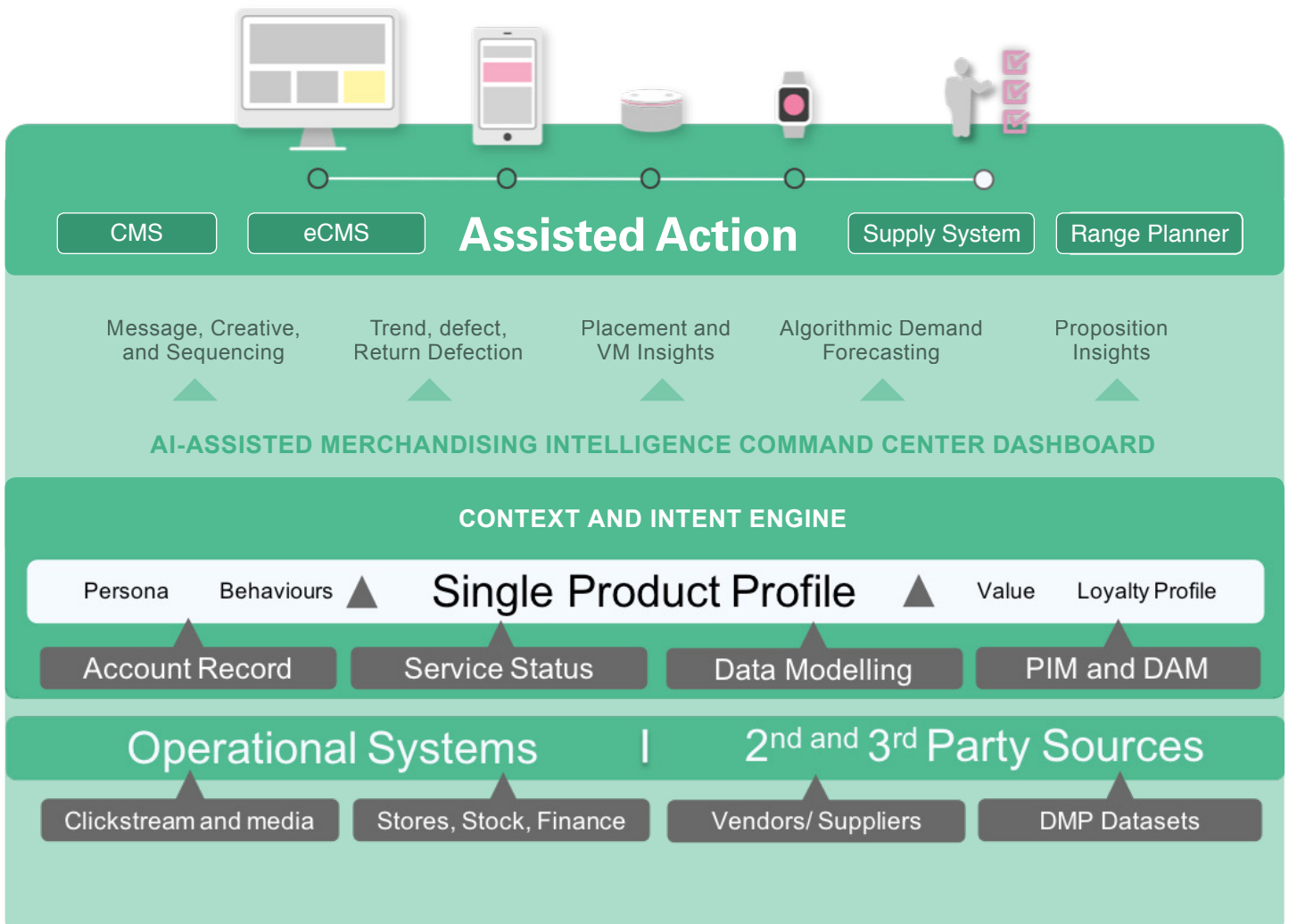
BENEFITS

- 360° view of range performance
- Improve profitability with merchandising attribution
- Maximize conversion algorithmically
- Detect and act on sales opportunities
- Simulate future assortment plans

ENABLING VALUE REALIZATION

Providing superpowers isn't just about tools and intelligence, capabilities must also evolve to harness the opportunities that data science offers teams. More often than not, analysts and data scientists work in use case silos, while marketers and merchandisers have a somewhat disjointed view of performance. SYNTASA is redefining this team dynamic, by refocusing it back to customer and performance optimization.

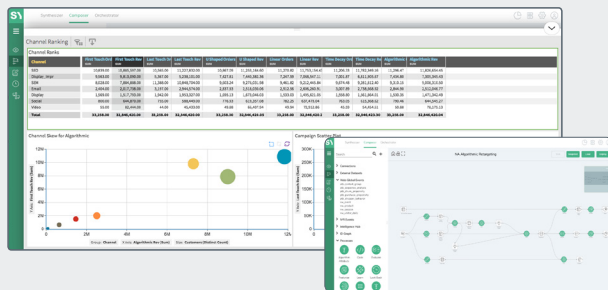
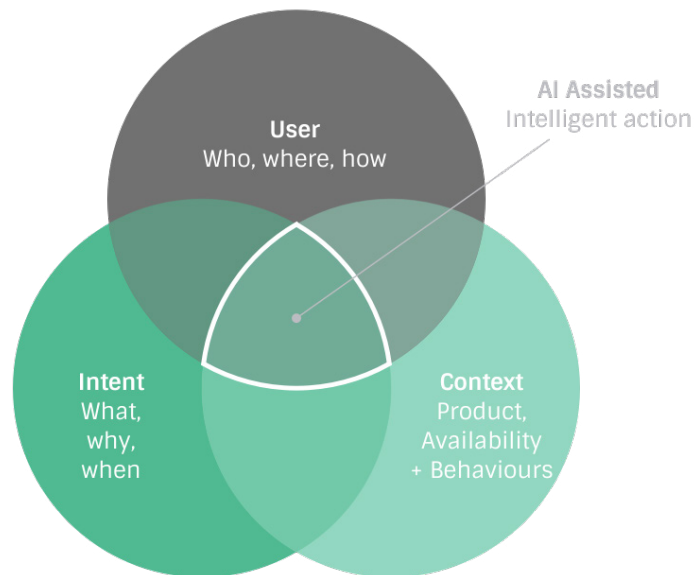
By enabling a future merchandising operating model that creates a Spotify-style-squad ensures that a hybrid team shares a single view of performance to execute their roles in tandem not in isolation. This of course doesn't happen over night and the AI-Assisted Merchandiser is designed to evolve the merchandising function at your pace with the iterative value realization, which is key to proving success. Our combined retail experience enables us to leverage algorithmic use case apps with the flexible capacity and capability of our professional services with your teams to action intelligence.



TRUE CUSTOMER CENTRICITY IS CRITICAL

We've all seen the so called personalized shopping experiences and subscription boxes. They're a great step forward but still often forget to leverage available data and machine learning to truly uncover behaviors which can influence positive future outcomes. By applying the core ingredients of unified customer intelligence (the user's persona, their intent and behavioral/commercial context), SYNTASA's merchandising apps produce truly actionable intelligence that enables merchandisers, buyers, marketers and alike to act faster, smarter and deliver measurable and incremental benefits.

EXAMPLE: USER-CENTRED BEHAVIORAL MERCHANDISING



See what AI-Assisted Merchandising looks like in action

[SCHEDULE DEMO](#)