



# Assortment Optimization

## for Retailers

### Tailoring Local Assortments with Artificial Intelligence

Unlike before, retailers must provide the right products that their customers' want in a fast, efficient manner. Moreover, while complexity has increased, lead times have decreased, thus creating a stressful state of constant planning. Traditional methods blatantly ignore the customer's voice and result in underperforming merchandise.

Antuit's AI-powered Assortment Optimization transforms retailers' assortment planning. With the lens of an everyday shopper, detailed market data, and retailer strategies, the solution predicts the demand, intelligently groups locations, and recommends the perfect assortment for each location.

### Case Study - Global Retailer Seeks Answers

**The Problem** - The retailer had a wide product selection, deep merchandising expertise, and dedicated people, yet the competition was out-maneuvering them. Customer loyalty was eroding, inventory was aging, and profitability suffered. Despite seeing the issues, identifying the cause and a solution for their thousands of stores proved daunting.

**The Result** - Working closely with the retailer, Antuit quickly identified that their product selection was not meeting their customers' expectations. Despite having a great product selection globally, their stores had the wrong mix locally. With Antuit, the retailer saw how their customers shopped their stores, and how different strategic options resulted in distinct assortments. Because of these insights, the retailer achieved opportunity gains.

### Results

**8%**  
Higher  
revenue

**6%**  
Increase in  
margin

**11%**  
Improvement  
in sales units

**9%**  
Increased  
inventory turn

## Features

- **Perfect Demand** — Obtain an accurate picture of the overall demand, including any market demand not captured due to assortment gaps.
- **Intelligent Clustering** — Use machine learning to cluster stores using customer shopping behaviors, sales volumes, and market dynamics.
- **Strategic Assortment Profiling** — Create consumer decision trees (CDT's), define every item's role, expose significant attributes, and drive category strategies by assessing thousands of shopping choices.
- **AI Optimization** — Evaluate your strategic goals, shoppers' behavior, and physical constraints, to create the perfect assortment mix for every store.
- **Assortment Plan and Allocation Profile** — Automatically creates an assortment plan and allocation profile, with risk analysis included.
- **Seamless Incorporation** — No need to rip and replace, rather add an intelligent, scalable and repeatable solution to your current process.



Today's merchandise management teams simply cannot keep up with the speed of omni-channel consumers and competitors using old methods. For example, a chain of 500 stores, it will take 45 hours just to open each store plan for five minutes and make a few rapid-fire adjustments. ”

### Joe Skorupa

Editorial Director, RIS News

## Why Antuit

We listen to your challenges and then assemble the right team to deliver your solution that addresses your pain points. We work as your partner during the entire process, from solution diagnostics to deployment to adapting the solution for changes in consumer preferences.

We are focused on delivering significant, financial results for our clients, often starting within three to four months of our first engagement, enabling them to receive a faster return on their investment.

To learn more, please contact Antuit at [info@antuit.com](mailto:info@antuit.com)

## Additional Solutions Available from Antuit

- [Customer Loyalty](#)
- [Retail Forecasting and Merchandising](#)
- [Life Cycle Pricing](#)



## About Antuit

We are the leader in AI-powered Demand Forecasting and Shaping solutions for Retail and Consumer Goods companies, delivering outsized business results with Forecasting, Pricing and Customer Loyalty cloud solutions. We accelerate our client's journey with AI-powered solutions, transforming their companies for the future.

Antuit's executives, comprised of industry leaders from Accenture, McKinsey, IBM, and SAS, and our team of Ph.D.s., data scientists, technologists, and domain experts, are passionate about delivering real value to our clients.

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