ZEBRA | **antuit.ai**

Assortment Optimization
for Retailers

Enhance your Assortment Planning

Faulty insights and workflow inefficiencies riddle most excel-based planning tools and handicap planners in the process. Planners have a great understanding of the market and the metrics that they must achieve. Their tools should amplify that knowledge, provide granular insights, and ease the overall planning burden, especially with the complexities wrought by omnichannel.

Antuit.ai's Assortment Optimization uses AI and intuitive workflows to help retailers improve their assortment for a changing, omnichannel world. Planners can identify missed sales opportunities, uncover key attributes, and use risk analysis to optimize assortment breadth and depth. With increased automation and data harmonization, planners will efficiently create a localized plan that aligns to the store and online fulfillment demand.

Case Study - Global Retailer Seeks Answers

The Problem - The retailer had a wide product selection, deep merchandising expertise, and dedicated people, yet they failed to meet their targets. 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 Solution - Working closely with the retailer, antuit.ai quickly identified that product selection did not align with their customers. Despite having a great selection globally, their stores had the wrong mix locally. With antuit.ai, the retailer can see how their customers shop their stores and how different assortments could change their expected results - giving them the ability to shift and localize their assortment mix according to the business goals they want to meet.

Results

3% Higher Revenue   **4%** More Margin   **5%** Increased Sales Units

Features

➤ **Consumer Focused Strategy** — Build a strategy driven by localized consumer demand

➤ **Accurate Demand** — Obtain an accurate picture of the overall demand, including any market demand not captured due to assortment gaps

➤ **Intelligent Clustering** — Identify missed sales and inventory opportunities

➤ **Key Attribute Evaluation** — Evaluate key product attributes that drive consumption for each customer purchase decision

➤ **Optimization** — Optimize by depth and breadth with risk analysis to prevent over and under buying

➤ **Efficiency Gains** — Improve efficiency through automation and data harmonization

> ❝ 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.ai

We operate with one goal –

Deliver measurable business & financial improvements by enriching decisions and workflows at scale.

That commitment makes antuit.ai different by design.

Our approach amplifies your strategy with SaaS solutions that enable fluid processes, leverage AI, incorporate rapid API's, and support user adoption.

We strive to bring you significant value in a very short period that escalates over time.

To learn more, please contact us at **info@antuit.ai**

Retail Solutions from antuit.ai

➤ Forecasting, Allocation & Replenishment

➤ Lifecycle Pricing

➤ AI Demand Modeling Studio

➤ Assortment & Size Optimization

🌐 www.antuit.ai ✉ info@antuit.ai

antuit.ai

ZEBRA