The Data and AI Experience Company

Data Sheet

Powering intelligent merchandising decisions with algorithms

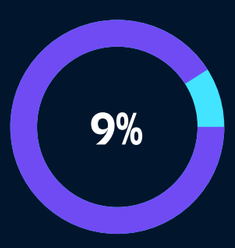


Align demand and supply, automate key processes, and get prescriptive recommendations to improve retail decisions to drive profitable sales and growth.

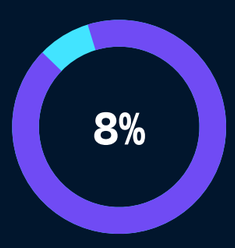
The present environment has changed the rules of retail permanently and retailers need innovative approaches to manage customer expectations to succeed in a fast, complex, and unified omnichannel retail environment.

To drive best outcomes, react quickly to market dynamics and consistently meet customer expectations, forward thinking retailers are increasingly leaning on AI powered analytics for their merchandising decisions.

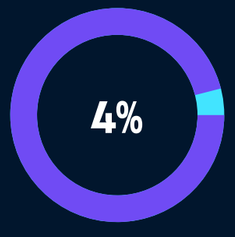
Key benefits



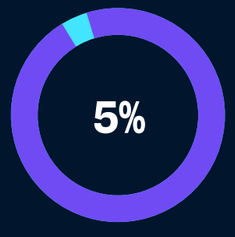
improvement in product in-stock ratio



Increase in sales target achievement



Reduction in inventory carrying cost



Increase in promotions

Merchandise Analytics comprises of retail specific algorithmic models for forecasting, assortment planning, store clustering, in-season inventory management, inter-store transfers and markdown optimization. It also provides out - of - the - box retail best practices and industry standard (ART) compliant analytic data models with hundreds of retail specific KPIs to measure business performance. These preconfigured, functionality centric modules help in instantaneous root cause analysis and insight driven actions covering the complete merchandising process related to Sales, Buying, Inventory, Assortment, Promotions and Pricing. Customized workflows and alerts help align and enhance the planning process and execution.

Merchandise Analytics

Merchandise Analytics capabilities span the full spectrum of analytics from descriptive to prescriptive. These capabilities enable retailers to accurately predict demand, pre-empt anomalies and receive business recommendations to consistently drive the best outcomes.

Reduce Opportunity Loss

Plan better with predictive models.

Respond Intelligently

Identify anomalies and exceptions with prescriptive analytics.

Deliver Faster Execution

Manage customer expectations with automation.

Planning Capabilities

Forecasting and Demand Planning

Algorithms are designed and tuned for fashion (shorter life cycle) products as well as core essentials like grocery (longer life cycle) products, delivering precise demand prediction at a granular level. An ensemble of ML-driven algorithms allows for tuning the output against causal factors, rules to normalize historical data anomalies related to inventory issues or store closures, and parameters to fine-tune trend mapping and growth.

Assortment Planning

Algorithmic breadth and depth identifies the variety of products and the right quantities, and determines high, medium and low contributing groups to focus on those that will meet buying budgets and business objectives. Reduce opportunity loss and excess stock with automated size profiles and optimal size packs that are sensitive to local customer preferences, and define a single optimized size pack across all stores.

Store Clustering

Automatically grade and group stores, and tailor assortments to localized customer preferences by segmenting stores on performance and non-performance factors like store type, size, customer segments or value positioning. These clustered geos or stores can then be used to plan assortments and planograms, and to make decisions at a store-cluster level.

Style Intelligence

Visual AI-based style intelligence provides market intelligence on top-selling attributes and qualitative feedback for granular assortment planning. It also ranks top products based on inspirational brands, helping retailers curate assortments grounded in market and future trends.

Inter-Store Transfers

Visual AI-based style intelligence provides market intelligence on top-selling attributes and qualitative feedback for granular assortment planning. It also ranks top products based on inspirational brands, helping retailers curate assortments grounded in market and future trends.

In-Season Inventory Management

Manage in-season inventory based on initial response and sales trends to predict overstocked and understocked products for the end of season, and plan corrective measures like pending order cancellations, inventory transfers or markdowns.

Markdown and Promotion Optimization

Achieve specific sales, inventory or margin targets with automated markdown or discount percentages and rule-based what-if scenarios. Elasticity and optimization models capture each product's historical response to discounts and promotions, with an array of parameters to fine-tune results. Built-in workflows with multi-level approvals ensure only authorized changes are written back to corporate systems.

Recognized by Forrester

The Forrester Wave: Retail Planning, Q1 2020

Strong Performer

ADA is the Data & AI Experience Company, combining platforms,
AI accelerators, and always-on operations to deliver measurable growth at scale.