

• OMNICHANNEL ANALYTICS · APPAREL & LIFESTYLE

# FAHERTY

From reactive to \$1.6M in measured impact

## How Faherty Built a High AI-Ready Data Foundation for Decision-Grade Analytics

CUSTOMER

FAHERTY BRAND

SOLUTION

SARAS ANALYTICS

INDUSTRY

APPAREL & LIFESTYLE

TIMELINE

Q4 2023-PRESENT

EXECUTIVE SUMMARY

# A \$1.6M measured impact built on two years of connected, trusted data.


Faherty, an omnichannel apparel and lifestyle brand operating across ecommerce and 75–78 retail stores, partnered with Saras Analytics in Q4 2023. Over two years, Saras worked with Faherty’s operations, marketing, finance, retention, and customer experience teams to build a unified data foundation and activate it for decision-grade analytics across the organization.

The partnership progressed through three phases: building the data foundation, accelerating decisions, and optimizing for measurable value. The outputs shaped carrier strategy, inventory decisions, warehouse negotiations, marketing spend, retention campaigns, and annual financial planning.

The work delivered **\$1.6M in measured impact** moving teams from reactive, fragmented decision-making to forward-looking insights hours or days before consequences arrived.

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How do I build a best-in-class analytics function without adding millions in expenses? That was a question I kept asking myself and finally we met Saras Analytics. They have been the answer.



**Alex Faherty**  
CEO, Faherty Brand

<p><b>\$1.6M</b></p> <p><b>Measured impact</b> <i>across revenue, ops &amp; planning</i></p>	<p><b>90%</b></p> <p><b>SLA compliance</b> <i>during BFCM &amp; holiday peak</i></p>	<p><b>28%</b></p> <p><b>Faster delivery</b> <i>using carrier performance insights</i></p>
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## Company snapshot

<p>COMPANY</p> <p>Faherty Brand</p>	<p>INDUSTRY</p> <p>Apparel &amp; Lifestyle</p>
<p>BUSINESS MODEL</p> <p>Omnichannel · ecommerce + 75–78 retail stores</p>	<p>SOLUTION</p> <p>Saras Analytics</p>
<p>HEADQUARTERS</p> <p>New York, USA</p>	<p>TECH STACK</p> <p>Klaviyo · Vertile · Attentive · Toast · Linelist · GCP · DBT</p>

# 01 THE CLIENT

## Faherty: an omnichannel lifestyle brand scaling across digital and physical retail.

Faherty operates as an omnichannel apparel and lifestyle brand with a strong presence across ecommerce and 75–78 retail stores, supported by a central warehouse and multiple third-party logistics partners. As the brand expanded its retail footprint and scaled online operations, Faherty reached new levels of operational sophistication.

The business grew across every dimension store count increased, order volumes rose, product assortment expanded, and marketing investments scaled. This growth positioned Faherty to serve a diverse and expanding customer base across channels and geographies.

By 2023, Faherty had established solid reporting foundations. Standard revenue, traffic, and channel dashboards existed through existing partners. The brand had the operational infrastructure and data collection capabilities in place to support continued growth.

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If you are looking to turbo-charge your analytics capabilities and want to do it in a cost-effective way, you need to reach out to Saras Analytics.



**Alex Faherty**

CEO, Faherty Brand

The constraint was not lack of data. As Faherty scaled across channels, stores, and seasons, the scope and impact of decisions expanded. The need was making high-confidence decisions fast enough.

## 02

## THE CHALLENGE

## Six decision areas where omnichannel scale created new complexity.

As Faherty scaled across channels, stores, and seasons, the scope and impact of decisions expanded. They needed organization-wide transformation, and unified perspective to make aligned decisions during BFCM and the holiday gifting period.

## 01

### CX Staffing & Holiday Support Planning

CX staffing during BFCM and holiday periods was reactive, driven by incoming ticket volumes rather than forward-looking signals. Without early warning indicators, aligning CX plans with fulfillment realities carried real cost and customer experience consequences.

## 02

### Fulfillment & Carrier Operations

Order volumes increased and fulfillment decisions began carrying six-figure cost implications during peak periods. Carrier performance varied by geography and season, creating delivery trade-offs that required more granular, state-level insight.

## 03

### Inventory & Store Operations

With an expanding retail footprint, store-level safety stock created opportunities to evaluate where excess inventory could be released more dynamically. Quantifying this opportunity across stores required a systematic, data-driven approach.

## 04

### Warehouse Performance & Cost Accountability

As throughput increased, understanding how committed capacity translated into daily performance became essential for informed partner discussions, cost management, and more constructive vendor negotiations.

## 05

### Marketing Performance & Spend Efficiency

As marketing investments scaled, connecting spend decisions to customer value, lifetime economics, and margin enabled more confident optimization during high-investment periods and faster alignment between finance and marketing.

## 06

### Customer Segmentation, Retention & Lifecycle

With a growing customer base, understanding how customers evolved over time became central to retention strategy supporting a shift from broad retention efforts toward more precise, lifecycle-driven interventions.

# 03 THE SOLUTION





## Three phases: from a data foundation to \$1.6M in measured value.

Saras Analytics approached the engagement in three deliberate phases each building on the previous one. Foundation work enabled acceleration. Acceleration work enabled optimization. Early wins built the organizational confidence needed for more ambitious analytics initiatives.

The approach ensured analytics addressed actual decision needs. Saras worked alongside operations leaders, marketing teams, finance leaders, and CX managers ensuring the analytics built reflected real business priorities, not theoretical use cases.

By 2025, the foundation was influencing million-dollar decisions across carrier strategy, inventory monetization, marketing campaigns, and annual planning.

### Four building blocks

 <p><b>Single source of truth</b></p> <p>Unified data across customer, order, marketing, behavioral, and operational sources.</p>	 <p><b>Predictive capabilities</b></p> <p>Forecasting, segmentation, and scenario tools to act before events unfold.</p>
 <p><b>Cross-functional alignment</b></p> <p>Analytics shaped by ops, marketing, finance, and CX addressing real decisions.</p>	 <p><b>Phased value realization</b></p> <p>Foundation → acceleration → optimization. Early wins built trust for bigger bets.</p>

### Three phases of the partnership

 <p><b>Phase 3 Value Optimization (2025)</b></p> <p>Segment-led campaigns, warehouse negotiations, holiday ops execution, safety-stock monetization, CX staffing models, and annual planning all influencing million-dollar decisions.</p> <p>2025</p>
 <p><b>Phase 2 Decision Acceleration (Q2–Q4 2024)</b></p> <p>Customer &amp; sales forecasting, omnichannel CLV modeling, segmentation with activation capabilities, Performance Marketing Tracker, Fulfillment Dashboard, and carrier performance analysis.</p> <p>Q2–Q4 2024</p>
 <p><b>Phase 1 Foundation (Q4 2023–Q1 2024)</b></p> <p>Unified customer, order, marketing, and behavioral data Customer 360, Order Header and Line, Product catalogs, and event streams. A single source of truth across all teams.</p> <p>Q4 2023–Q1 2024</p>

## 04 FROM REACTIVE TO PROACTIVE

# Five operational areas where teams moved from reactive to confident.

### 01 Fulfillment Operations

**State-level carrier performance tracking** enabled carrier switching decisions during the 2024 holiday period that saved **\$150K in two weeks** while reducing delivery times by 28%. SLA risk forecasting before BFCM enabled proactive carrier adjustments and customer communication, reducing delivery-related CX tickets by 30%.

### 02 Customer Experience Planning

**Proactive staffing models** built from order volume, delivery risk, and carrier performance enabled CX decisions weeks in advance. During the holiday period, Faherty maintained **90% SLA compliance** without reactive over-staffing. Ticket volume prediction allowed pre-emptive customer communication and resource allocation.

### 03 Marketing & Retention

**Segment-driven campaigns** identified high-value targets for direct mail, handwritten notes, VIP gifting, anniversary campaigns, and email sequences delivering **\$1.1M in incremental revenue**. Lifecycle tracking enabled a shift from broad campaigns to stage-specific interventions.

### 04 Inventory & Store Operations

**Safety-stock monetization** across the retail footprint surfaced **\$375K in annualized revenue potential**, with \$35K realized in the first four weeks. Store-by-SKU analysis enabled systematic prioritization based on inventory age, store performance, and demand signals.

### 05 Finance & Annual Planning

**Annual revenue forecasts** achieved **8–10% error rates** under real spend constraints enabling confident financial planning and faster cross-functional alignment. Finance and marketing teams could evaluate trade-offs between spend levels, channel mix, and revenue outcomes before committing budgets.

# 05

## BEFORE · AFTER

### From siloed decisions to a unified, analytics-driven operating model.

BEFORE

#### Manual, reactive, fragmented

- CX staffed reactively driven by incoming tickets, not forecasts
- Carrier decisions made without state-level visibility
- Portfolio and inventory analyses queued behind analyst capacity
- Retention campaigns broad rather than lifecycle-driven
- Finance and marketing aligned slowly across planning cycles
- Warehouse partner negotiations based on estimates, not data

AFTER

#### Proactive, connected, decision-grade

- ✓ CX staffed proactively from order flow & carrier risk forecasts
- ✓ \$150K carrier savings from state-level performance data in 2 weeks
- ✓ Portfolio & inventory analysis in hours, not days
- ✓ \$1.1M incremental revenue from segment-driven retention
- ✓ Annual planning forecasts within 8–10% error
- ✓ \$150K warehouse overtime exposure surfaced for negotiation

#### Decision-cycle compression across operational areas

~~Days—Weeks~~

BEFORE · ANALYST-LED

SARAS ANALYTICS →

Hours—Minutes

AFTER · DECISION-GRADE

06

MEASURED IMPACT

\$1.6M in outcomes across revenue, operations, and financial planning.

Revenue Impact \$1.6M Measured Contribution

REVENUE

\$1.1M

Incremental revenue from segment-driven campaigns across direct mail, handwritten notes, VIP gifting, anniversary campaigns, and email sequences.

\$375K

Annualized revenue opportunity identified via store safety-stock monetization analysis with \$35K realized in the first four weeks of implementation.

\$150K

Shipping cost savings in two weeks through state-level carrier performance insights during the 2024 holiday period.

Operational Efficiency Gains

OPERATIONS

90%

SLA compliance during BFCM & holiday peak via proactive CX staffing models.

28%

Faster delivery times during the holiday period using carrier performance insights.

30%

Reduction in delivery-related CX tickets through proactive carrier switching and customer communication.

\$150K

Annual warehouse overtime exposure surfaced enabling more informed partner negotiations.

Financial Planning Confidence

FINANCE

8–10%

Annual revenue forecast error under real spend constraints enabling confident resource commitment and cross-functional alignment.

<10%

ecommerce forecast error rate, improving demand planning accuracy across channels.

## 07

## KEY TAKEAWAYS

## Five lessons for omnichannel growth leaders thinking about analytics.

## 01

### Data foundation scales with complexity.

As channels, stores, and order volumes grow, the value of a unified data foundation grows with them. Faherty's constraint was not lack of data it was making high-confidence decisions fast enough during peak periods.

## 02

### Proactive beats reactive.

Carrier performance insights, CX staffing forecasts, and inventory analysis enabled decisions before consequences arrived. During BFCM and holiday periods, this meant \$150K in savings and 90% SLA compliance rather than firefighting.

## 03

### Segmentation drives retention value.

Generic retention campaigns left money on the table. Customer segmentation and lifecycle tracking enabled targeted interventions that delivered \$1.1M in incremental revenue.

## 04

### Cross-functional alignment accelerates decisions.

When finance, marketing, operations, and CX teams work from the same data foundation, decisions move faster. Faherty's annual planning, budget allocation, and vendor negotiations all benefited from shared definitions.

## 05

### Phased value realization builds trust.

Foundation work enabled acceleration. Acceleration enabled optimization. Early wins built the organizational confidence needed for more ambitious analytics initiatives.

### What comes next

- ◆ **Email & SMS retargeting** high-revenue-potential initiatives expected to drive additional value into 2026.
- ◆ **Wholesale supply allocation** data-driven frameworks to optimize allocation across wholesale and DTC channels.
- ◆ **Broader lifecycle activation** expanding the pool of decision-makers with independent access to real-time customer intelligence.
- ◆ **AI-ready foundation** the unified data layer Saras Analytics built positions Faherty to activate AI agents across functions without starting from scratch.

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A data warehouse or a single source of truth is a necessity to maximize the results from AI. If you have that foundation and then layer AI on top, suddenly you can look across everything.



**Krishna**  
CEO, Saras Analytics

READY WHEN YOU ARE

# Ready to build decision-grade analytics for your brand?

From fulfillment operations to customer retention build the unified data foundation that lets every team in your business move at the speed of insight. Talk to one of our ecommerce data experts.

Talk to a Data Consultant 

WEBSITE

<https://www.sarasanalytics.com/>

TALK TO AN EXPERT

<https://www.sarasanalytics.com/talk-to-data-consultants>

CAPABILITIES IN THIS STORY

Data Foundation ·  
Segmentation ·  
Forecasting ·  
Fulfillment  
Analytics