



## How a Leading Electronics Retailer Improved Performance with Increff's Assortment Optimization

### ABOUT INCREFF

Increff is a retail SaaS company solving complex inventory management and supply chain challenges. Over **700+** global retail brands believe in our end-to-end merchandising and omnichannel inventory management solutions. We empower retailers to enable automated decision-making, bring accuracy to processes, drive sustainable retailing, and achieve incredible efficiency.

### MERCHANDISING SOFTWARE MODULES



Merchandise Financial Planning



Planning and Buying



Allocation and Replenishment



Regional Utilization



Markdown Optimization



Co-Pilot

## OVERVIEW

For a leading consumer electronics retailer in the GCC and MENA region, managing a diverse portfolio spanning from high-frequency Wearables and Mobiles to high-value Large Appliances and Notebooks presented a significant logistical hurdle. Store-level assortments and inventory were not consistently aligned to local demand, making it hard to balance availability with the right breadth and depth.

Increff partnered with the brand to set up a data-driven store-level assortment evaluation and decisioning framework, giving each store a “Smart Assortment Plan” that aligned inventory to localized demand while maintaining availability.



## CHALLENGES FACED

- Store-wise assortment was not fully aligned to localized demand patterns, leading to sub-optimal inventory mix and missed margin opportunities.
- Limited visibility into recent, store-level performance across the assortment made it harder to identify what to double down on vs. what to liquidate.
- Stock-outs on top-selling styles were impacting revenue—especially within Mobile Phones, where a small set of styles contributed disproportionately to category sales.
- The business required a consistent, data-driven way to review performance and take action across stores and categories.

## INCREFF'S SOLUTION

Increff deployed a data-driven store-level evaluation framework. Increff's **"Smart Assortment Plan"** strategy optimized the breadth and depth of inventory for each location, significantly improving stock availability and demand alignment.

### Scope and data setup

- Analysed sales and stock at day level for **20** retail stores.
- Focused the analysis on the top **75%** revenue-contributing categories (including Mobile Phones, Notebooks, Tablets, Refrigerators, Washing Machines, Washer Dryers, Wearable Smart Devices, Televisions, and Gaming Consoles).
- Enabled **Increff BI dashboards** with refreshed data to track business performance.

**Increff recommended a "Smart Assortment Plan" for each store, driven by two levers:**

#### Optimum Depth (how much inventory to hold)

- Predicted the right depth by estimating demand contribution at store + attribute group level.
- Corrected for liquidation effects and availability.
- Incorporated seasonality/festivity impact.

#### Optimum Width (how many styles to expose)

- Predicted the optimal number of styles to expose at store + attribute group level.
- Applied long-tail optimization to reduce inefficient breadth.
- Recommended differentiated width across stores based on local demand.
- Considered planogram constraints, minimum size set, and minimum style

### Increff Merchandising Software also gave performance-based discount recommendations

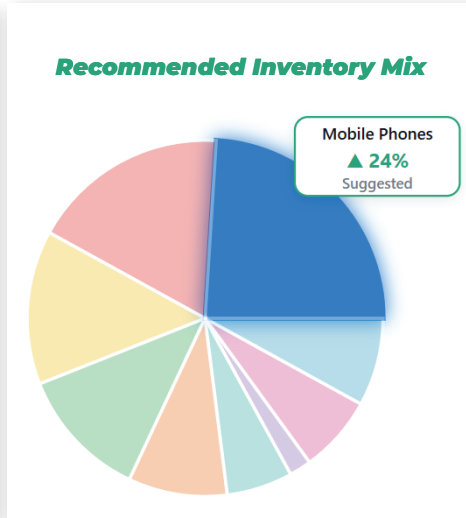
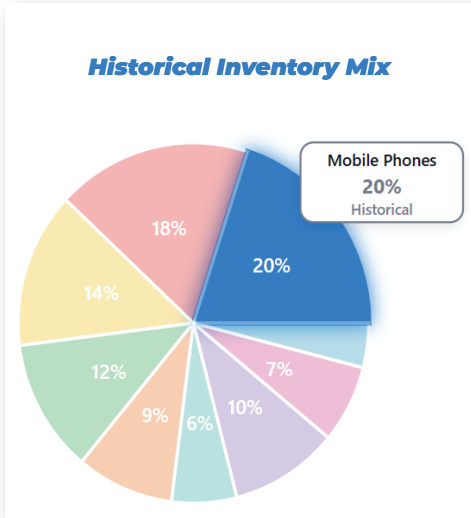
- Evaluated recent performance of merchandise on the floor.
- Recommended increasing discounts for non-performing stock and reducing discounts for better-performing stock, within defined guardrails.data to track business performance.



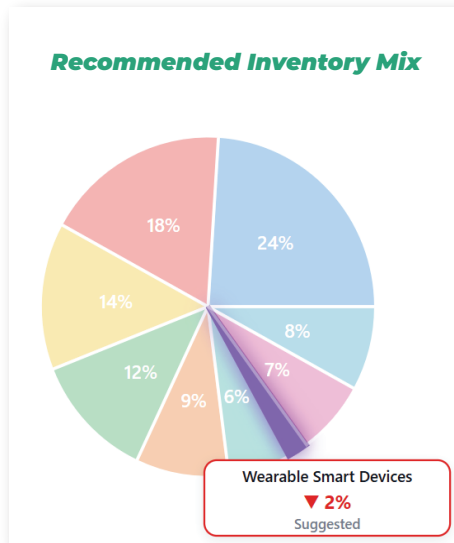
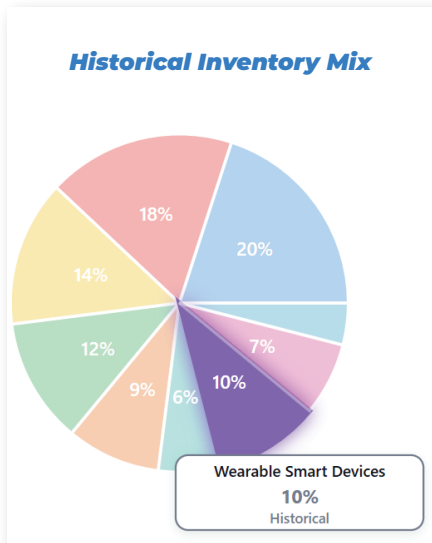
## IMPACTS DELIVERED

### Assortment optimization impact

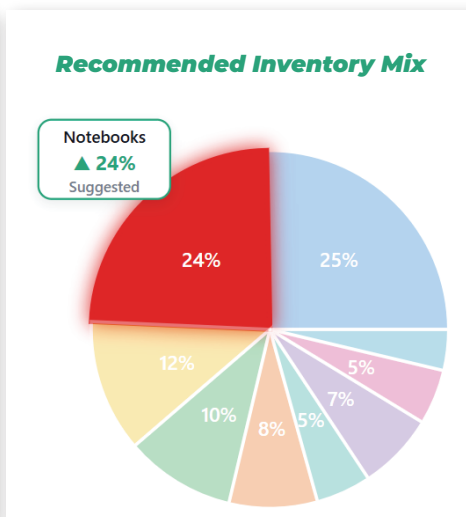
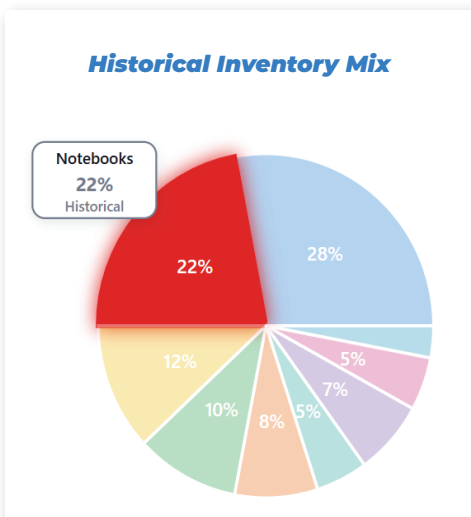
- **~9.1%** potential increase in overall ASP by revising store assortments.
- Mix and contribution shifts from implementing the suggested assortment



**~4%  
increase in  
inventory contribution  
for Mobile Phones**

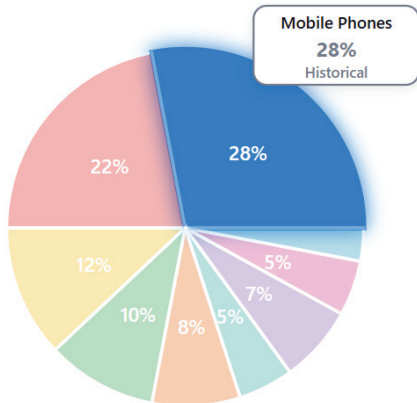


**~8%  
decrease for  
Wearable  
Smart Devices.**

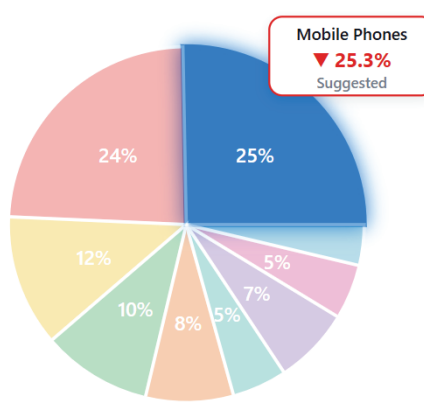


**~2%  
increase in  
revenue contribution  
for Notebooks**

### Historical Inventory Mix



### Recommended Inventory Mix



**~2.7% decrease for Mobile Phones**

### Discount optimization impact

- Recommended higher discount for **~19%** of stock that was non-performing
- Recommended lower discount for **~50%** of stock that was performing well

### Availability impact (top sellers)

- Identified **~22%** potential revenue loss due to stock-outs for the top 20 Mobile Phone styles across stores (these styles contributed ~50% of overall category revenue).

## CONCLUSION

By combining store-level data, attribute-rich master information, and performance-led decisioning, Increff helped the brand move toward a smarter, more localized assortment strategy. The engagement delivered clear, quantifiable opportunities across ASP uplift, inventory and revenue mix improvements, more targeted discounting, and better visibility into stock-out driven losses—enabling faster, sharper actions across the store network.





## OTHER SOLUTIONS



## OUR CLIENTELE

Increff's solutions are trusted by some of the world's leading brands. Our ability to handle large-scale implementations and complex retail environments makes us a preferred partner for global retail giants.



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