

SOLUTION SHEET

Assortment optimization

Assortment optimization

that delivers targeted **category sales growth**

Leverage your wealth of customer data to create customer and store relevant assortments, that ensures availability and customer satisfaction, and allows you to achieve targeted category sales growth.

5%

Category
growth

30%

Increase in
operational efficiency

3x

Reduction in category
review process

Why choose SymphonyAI for assortment optimization?

Generate space aware assortments:

Optimized and relevant product assortments that are customer, space and inventory aware

Meet customer needs:

Customer segmentations and preferences to drive localized assortments and planograms

Efficient and agile review process:

Make better assortment decisions quicker, with updated planograms that can be implemented in store

Simple and efficient collaborative workflow:

Seamless working with clearly defined trackable tasks



Assortment optimization for 1,500 stores < 10 minutes? Easy.

SymphonyAI Assortment Optimization moves you away from static, snap-shot planning and twice-a-year category resets to executing **agile assortments that reflect current shopper behavior**. Our intelligent clustering approach calculates optimal store groups, enabling efficiencies in the supply chain. This seamlessly feeds into the assortment optimization process where you can safely rationalize SKUs based on shopper preferences, and optimize revenue growth. Our **integrated approach** even enables you to connect these insights directly to your micro and macro space planning as well as your supply chain processes – so that you can most **effectively execute category strategy in store**.

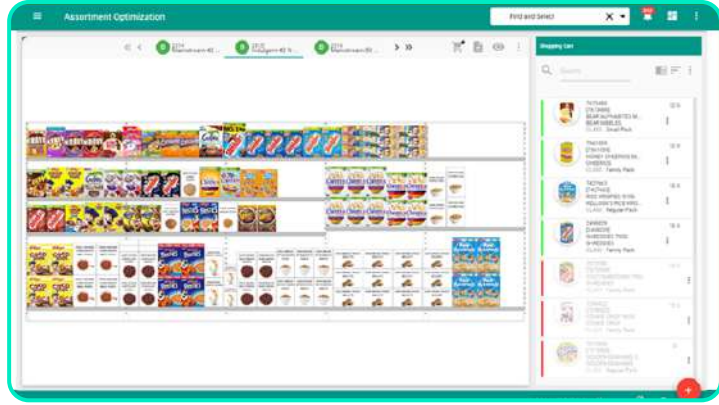
An efficient supply chain starts with intelligent clustering

To compete today, retailers must meet the needs of their most valuable customer segments – and to do this – utilize customer metrics and preferences to drive localized assortment and planograms. Creating relevant and rationalized assortments translates to efficiency in the supply chain. SymphonyAI's Assortment Optimization is **tightly integrated with demographic and customer loyalty data to enable intelligent store clustering**. This not only means efficiency in the store, but also in the warehouse. There will always be some commonality between stores, but clearly understanding the different needs of each reduces significant waste in the value chain that culminates on each shelf.



Consolidated data = maximum benefit with minimum product set

Concise, efficient assortments can only be achieved with the right data. But so many retailers have no way to consolidate disparate data and gain the needed insights from it. Our solution makes your assortment management process easy. You'll **consolidate multiple data sources and apply predictive analytics** to create **assortments that reflect local customer preferences and respect store space constraints**. After all, what good is the perfect assortment if it doesn't fit on the shelf?



End-to-end insights for execution

There's big opportunity for retailers and manufacturers when the entire retail value chain that serves the assortment is optimized and connected. It's key to ensure you're selling the right products in the right stores, but they also need to be in the right space within these stores – and connected to your supply chain to guarantee on-shelf availability. That's why SymphonyAI Assortment Optimization **seamlessly integrates with our macro and micro space planning solutions as well as our supply chain suite of solutions**. This means retailers can make their entire end-to-end retail planning processes highly efficient, while driving significant value for their categories and customers.



Strategic assortment solution generating space and inventory aware category assortments

Utilizes customer, basket and loyalty analysis, product correlations, sales, profitability to produce customer relevant assortments. Our Agile Assortment Optimization tool includes Consumer Decision Trees to analyze how consumers shop by categories, discovering key decision drivers for purchase. It identifies similar groups of products that fulfil the same purchase need and which act as substitutes or complements one another.



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There's a large variation of store size from 3,000ft² to 21,000ft². That makes our assortment decisions pretty complicated, as we need to tailor the offer to meet customer needs in the smallest and largest outlets.

Mark Wilkinson
Head of Space Planning, Pets at Home

About SymphonyAI

SymphonyAI offers FMCG industry's only integrated AI-enabled marketing, merchandising and high-performance supply chain solutions for retailers and CPG manufacturers designed with customer insights to fuel recommendations for profitable growth.