

Merchandising Analytics Suite

Improve the inventory ROI and Profitability by enabling intelligent merchandising decisions across Plan to Sell cycle



22 years in Advanced AI/ Analytics



4000+ data scientists, designers, data engineers



120+ Fortune 500 clients across 100+ countries



Accelerated Proof of Concept delivered in 4 weeks

Our Offerings

Demand Forecasting

Granular and Accurate forecasts to make demand driven merchandising decisions and improve inventory turns



- Granular demand forecasting at product, geo and time dimension
- Ensemble modelling techniques to generate the precise outcome
- Seamlessly integration with downstream and upstream application

End to End Merchandise Planning

Align all financial, strategic, Top-down, Middle-Out and Bottom-Up planning processes to improve efficiency, quality and accuracy.



- Merchandise Financial Planning
- Store Planning
- Assortment Planning
- Allocation Plan
- OTB Management
- WSSI

Price and Promo Optimization

Make effective pricing decisions to maximize profits and sell through with targeted promotions and markdowns. Recommend the right prices to keep inventory moving and minimize retail markdowns.



- Market Basket Analysis
- Regular Price Recommendation
- Intelligent Markdown Optimization
- Discount/Price Off Recommendation

Assortment Optimization

Leverage advanced segmentation and size profile optimization to get the right product at right time in right quantity to right location to maximize sales and margins.



- Demand Based Localized Assortment
- Optimized Range
- Product Rationalization
- Size Profile Optimization

Our Offerings

Smart Inventory Management

Ensure right inventory placement sensing and reacting to changing customer demand patterns. Create Allocation and Replenishment Plans utilizing advanced allocation and replenishment optimization techniques to proactively position inventory, build flow plans that respect the end-to-end constraints of supply chain.



- In-season Inventory Management
- Initial Allocation, Replenishment
- Primitive insights on inventory exception – Out of stock, Understock, Overstock
- Rebalancing and Movement

Business Impact Snapshots

6 weeks

Reduced stock cover by 6 weeks in stores within 6 months through end-to-end merchandise planning for a leading fashion retailer

20%

20% increase in turnover, and -50% less markdowns for a European Textile Manufacturer by implementing e2e merchandise planning solutions

50%

Multi-layer Demand Forecasting during Pre & In Season Planning for a global top sports-fashion retail brand **decreased forecasting error by -50%**

4%

~4% increase in Net Revenue for a European health & beauty retailer by implementing a solution to localize assortment across 65K SKUs



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Enable Better Decisions With Fractal

At Fractal, we work towards building resilient retail organizations by powering every human decision in the enterprise and combining A.I., engineering, and design to help the world's most admired Fortune 500® companies.

Fractal has more than 4000 employees across 16 global locations, including the United States, Canada, the U.K., Ukraine, India, Singapore, and Australia. Fractal has been recognized as a leader in Customer Analytics Service Providers Wave™ 2021 by Forrester for the 3rd consecutive year, as well as a leader in Analytics & A.I. Services Specialists Peak Matrix in 2021 & 2022 by Everest Group, as well. Fractal has consistently been rated as India's best company to work for by The Great Place to Work® Institute.

Fractal brings industry experts and technical expertise together - to understand the problems retailers face and has built accelerators to create a quicker path to value. Our accelerators include Customer Genomics - an AI-powered Customer Intelligence platform; Trial Run - Data-driven, cloud-based experimentation platform; Asper.ai - A purpose-built A.I. platform to unlock revenue growth and enable interconnected decisions; Senseforth.ai - A conversational A.I. Platform; I.V.A. - Image & video analytics, among others.

For more information, visit fractal.ai/retail