

Product Assortment and Upsell Optimization for a Leading Global Footwear Firm

CLIENT

Global Leader in Apparel

INDUSTRY

Apparel



BUSINESS IMPACT

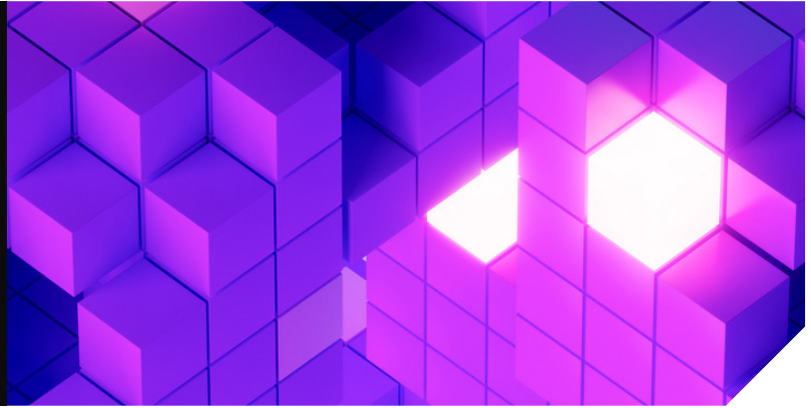
- Optimized inventory on the basis of product variation availability in the market
- Identification of Promotion opportunities for not-so-popular products
- Ideal upsells recommended, helped promote high-margin, low-cost accessories



BUSINESS CHALLENGES

A leading footwear firm wanted to leverage competitive and internal data to optimize product offerings (Optimal products and Upsells on their ecommerce site). Marketplaces complicated the situation by out-pricing the brand store.

OUR APPROACH



Phase I

- Deployed C5i to evaluate the most popular shoe sizes and colors based on the volume of sales and stock available in the marketplace over a period of time
- Automated bots were built to capture data sets for product attributes, pricing, promotions, and reviews for different size and color combinations for the same product range offered by competitor sellers
- Bots also captured upsells being offered by marketplaces and other retailers

Phase II

- A combination of descriptive and prescriptive analytics was run to determine the optimized inventory on the basis of shoe type, color, and size
- Optimal upsells were recommended on the basis of statistical models
- Reviews were analyzed to comprehend the credibility of other sellers and investigate other aspects, such as whether a pair of shoes might be old stock

OUTCOME

- Client could optimize their inventory and focus on products that needed promotions
- Optimal upsells were put up on the website balancing competition and internal goals
- Ongoing monitoring helped the firm to continually adjust to market demands
- Additionally, rogue sellers were also identified and pursued by the client with the marketplaces

ABOUT US

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of AI-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.



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