




GET RESULTS WITH Trend Alerts

Having vision to the data in near real time can make all the difference in reacting to consumer trends and seasonality to reduce liabilities and capitalize on opportunities



THE BUSINESS

WodBottom is an apparel company that creates weightlifting and strength training shorts for muscular women. Based in Wisconsin, it was founded to support women's worth and give back to Domestic Abuse Intervention Services. The fast-growing company is known for excellent customer service and has a loyal customer base. For some, collecting WodBottom shorts with quirky patterns is a passion. The WodBottom challenge is to **keep up with the demand of offering new styles in the appropriate quantities on a timely basis.**

THE PROBLEM

WodBottom couldn't find an app to optimize their SKUs and provide in-depth analysis on size, color, and other variants to guide future purchases. They lacked overall analytics and a clear view of their business, hindering smart decision-making for growth. Before SAFIO, WodBottom used a patchwork of apps, dealt with dirty data, had only two attributes for analysis, and lacked a forecasting tool and inventory history, making it hard to **identify and take action on missed sales opportunities due to out-of-stock items.**



THE APPROACH

WodBottom planned to **double** their business by continuing to offer their unique assortment of patterned shorties and introduce new, complimentary products to the brand. To do so, they needed a more robust tool. SAFIO began first by **cleaning up the current data** to make it consistent and uniform, then assigning attributes to SKUs along with updated vendor information for each SKU. This allowed for a clear picture of the product & inventory positions which provides the base for sales analysis & forecasting of customer demands. **Selling curves were developed** at the classification level and forecasts were assigned to each SKU. Historical data, both sales and inventory positions, plays a significant role in accurate forecasting as it sheds light on lost sales from stock-out periods. SAFIO Solutions assisted WodBottom in piecing together historical data to create an annual view of inventory positions along with sales. This laid the tracks for accurate forecasting.

THE SOLUTION

Within several months of using the SAFIO Solutions Sales Analysis & Forecasting Tool, WodBottom gained the **vision** to see the future of their business and take action to maximize their opportunities and minimize their liabilities and out of stocks, all from a user-friendly interface that allows for visibility to pertinent information at the click of a button.

Seasonality is key in the apparel business, and for WodBottom that meant holiday themed shorties. By using the tool, WodBottom had the alerts to understand that markdowns needed to be taken more timely than ever before to optimize the investment and reduce carryover of dated product. By taking action, they were able to sell **50% more than projected** in season, meaning more margin dollars than if waiting until after the holiday.



Revenue Increase

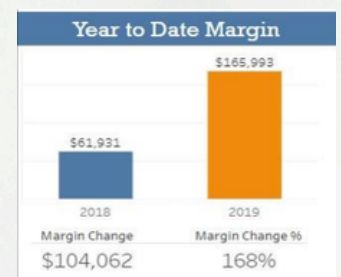
In only the first 5 months of 2019, revenue was up 144% over the prior year, +\$148K.

THE PAYOFF

**CLEANER
INVENTORY**

MORE SALES

**BETTER
PROFIT!**



Margin Growth

Profit improved significantly as well, in the first 5 months driving a 168% increase over last year, delivering +\$104K to the bottom-line.

RESULTS BY STYLE

- A basic black short was identified as an ongoing item. Last year the short was out of stock more than in. By analyzing the trend of this product when in-stock, SAFIO showed the sales opportunity of keeping black on hand at all times. This decision led to a **249% increase** in sales of black shorts and with a **63% margin**, delivered nearly \$10K in profit to the bottom-line in ONE style!
- One fashion short, amongst many others, the “Taco Libre” was alerted as a best seller shortly after launch, going through 310 units quickly, reordering another 638 units, projecting to sell thru at 90% to deliver a profit of 68%. Without the use of the forecasting tool, WodBottom would not have seen the potential of this hot item!

FROM THE USERS:

"I'm having an Aha moment all over the screen right now. This is awesome."

-Emily, Designer & Director of Marketing

"I finally feel like we're in control. Prior to the App, we were growing, but we were just winging it. Now we have a plan. A plan we could take to the bank to get funding for future purchases."

-Than Ruyle, Owner/CEO

BOTTOM LINE:

In addition to growing revenue and profit margin with SAFIO Solutions, WodBottom had visibility to dashboard analytics that give quick top-level insight and alerts into the business, enabling the users to quickly focus on priorities.

A heat map by customer location and a year-to-date customer type pie chart showing what percent of customers return for more product gave key information to determine purchase quantities of new styles. Sales by color, or any of the other 12 attributes, can be displayed to show where the popular choices are, showing the product designer where to concentrate efforts for best results in new product launches.

To say WodBottom is pleased with SAFIO Solutions is an under-statement. Asking them what it would be like to not have the tool, now that they know what the tool can do for them and what they were missing before, they said they would be "devastated". Fortunately, they've made great choices and smart decisions that put them in a position to **double their business in the first year!**

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Sales Analysis - Forecasting
Inventory Optimization

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schedule a
live demo!

Contact SAFIO Solutions for more information!

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