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Leveraging Shopify to Unbundle Subscriptions Complexity for 30% Inventory Management Improvement at Greater Than



Greater Than provides the world's first All-Natural Coconut Water based sports drink.

US • <https://drinkgt.com/>



The Problem

The use of product bundles in Greater Than's subscription model posed challenges in sales reporting and demand forecasting due to obscured individual SKU data. This led to:

- **Inflated Sales Data:** Misrepresentation of gross sales and units sold by 10-15%.
- **Revenue Miscalculation:** Difficulty in accurately allocating revenue per SKU.
- **Inventory Inefficiencies:** 15-20% increase in inventory holding costs due to inaccurate forecasting.

The Solution

Saras Analytics developed custom data transformation codes leveraging data from Shopify. These codes effectively unbundled bundle orders, enabling precise SKU-level sales reporting and improved demand forecasting.

The Result

Greater Than achieved a 30% improvement in inventory management. They gained more accurate demand forecasting, resulting in reduced overstocking and stock-outs.

They also saved 20% of time spent by automating SKU-level reporting. Revenue allocation per SKU became more precise, aiding in better financial planning and decision-making.

"Thanks to Saras Analytics, we at Greater Than can now focus on what we do best. By unbundling our orders, we gained clear insights into individual SKU performance and transformed our sales reporting. This data has been a game changer for our financial and operational planning."

Mark Sider, Co-Founder, Greater Than

30%

Improvement in Inventory Management

20%

Reduction in Time Spent on Reporting

Engaged Saras Ecosystem

Daton + Consulting



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