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Bringing Science to the Art of Retail

Predictive Analytics and Machine Learning for the Retail Industry

PROJECT | mac 5 YEARS

Opportunity for 10% Increase in Revenue
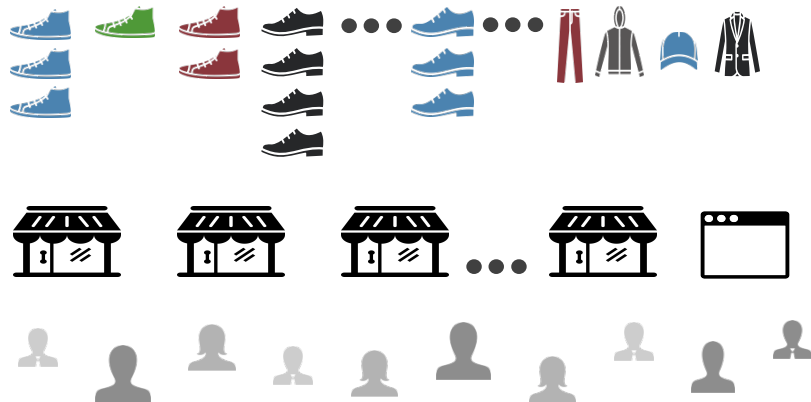
A 'Simple' Example of Portfolio Optimization in Retail

Buying Shoes at Saks 5th Avenue

- **$600M** spent annually on Shoes

- 90K Shoe 'types' or SKUs (style/color/size)

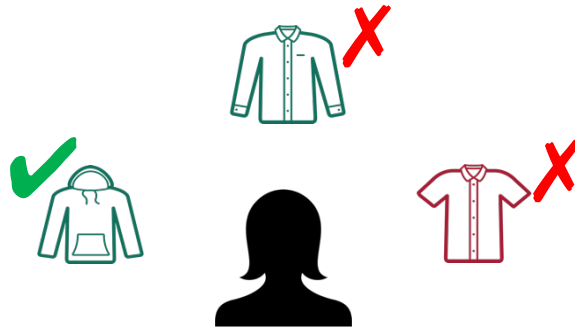- 42 Stores (with room for 5K Shoe SKUs)

- 5M unique customers

Goal: Avoid Stock-outs and Markdowns

Solution: True Demand Prediction

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Understand True Demand

Today, you understand what your customer bought

| TLOG	INVENTORY	PRODUCTS	LOCATIONS	BROWSE	TIER	SOCIAL

A Choice Model tells you what a customer would **prefer** to buy when given the choice.

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Celect Solution: Groundbreaking Advances in ML

- Accurate Demand Prediction is Hard
  - Data of interest is sparse
  - The model is complex
  - Real-world constraints abound

- The Solution – A Prediction Database:
  - Customer Choice Modeling which leverages the power of context
  - Tensor completion across sparse, heterogeneous data
  - High-scale, interactive optimization
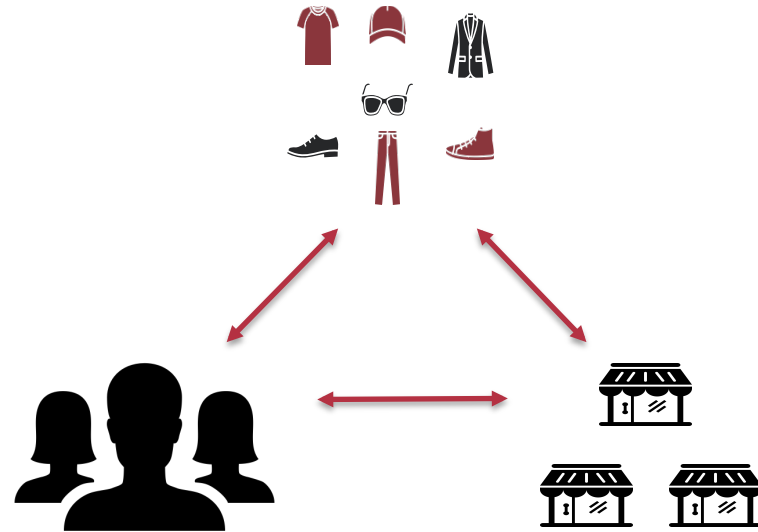
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Predictive Analytics Solutions for Retail

Assortment Optimization

Fulfillment Optimization

Markdown Optimization

Predictive Personalization

CELECT OPTIMIZATION PLATFORM

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Our Ask:

Engage in a Celect Opportunity Assessment

Thank You!

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