

Applying Data Science to Maximize On-Shelf Availability and Increase Sales

Alert system

Sales forecast

Rules mining

Customer

A leading food retailer with supermarkets throughout Europe and CIS

Industry

Retail

Objective

To develop a solution that would instantly notify supermarket employees when a product is about to be sold out. The expected result was to resolve the on-shelf availability issue as well as to increase the revenue per shopper.



Solution

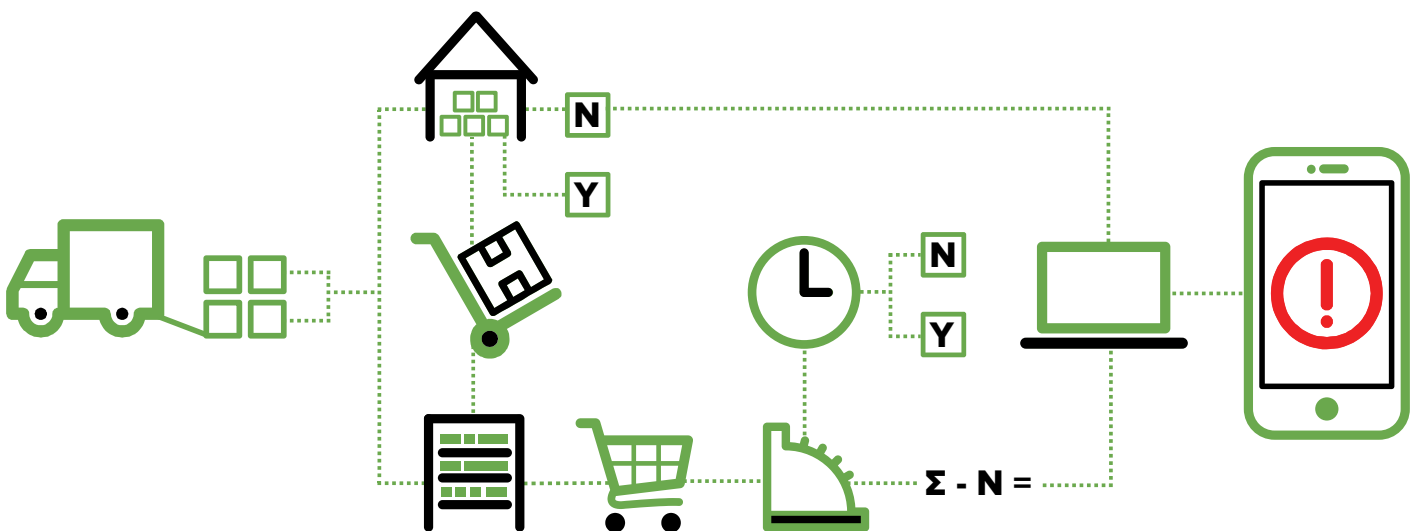
ELEKS applied innovative technological methods to help decrease the time the product is unavailable on the store shelves. The main task was to define the set of rules to be integrated into the alert system, notifying the supermarket staff when a product is about to be sold out and when it is completely out of stock. To ensure accuracy and efficiency, the alerts were based on the purchase information from the cash desks.

Implementation

- ELEKS' team developed a set of rules to be incorporated into the alert system, notifying supermarket staff about the products that are almost sold out or already out of stock.
- The historical data was analyzed to classify the groups of products and identify those that are most likely to be sold-out first.
- Alert system rules were defined through product clusterization and assigned based on the demand level.
- Sales forecasting was developed based on the sales rate and volume.
- The system is being trained every 6-9 months to minimize false-positives and adjust the thresholds for the optimal timing of alerts.

Benefits

- 6% increase in the revenue for specific product groups;
- 11% increase in the on-shelf availability of goods;
- Expanded product selection;
- More accurate analytics for product groups and brands;
- Improvement in the supermarket's merchandising system and product placement.



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