



Category Management Dynamic Insights

Advanced Analytics for
Category Management

Business Context

With rising customer expectations and increasing competition, there's little leeway for retailers to deliver sub-optimal shopping experiences. A single out-of-stock could turn a customer away, perhaps forever. It's never been more important to have the right product assortments available every day, to serve both in-store and online shoppers.

Determining the precisely right mix of products to fill every square inch of space in every store is a tall order. And even when you get this right, it doesn't mean it will always be right. The traditional idea of annual resets isn't enough with the pace of change retail is experiencing today. To succeed, retailers need to identify and respond to trends and potential business issues in a timely manner to maximize opportunities and minimize risk.

Solution

Category Management - Dynamic Insights leverages Blue Yonder's Category Management and Demand Forecasting applications to help enable better assortment and space management decisions, faster. Automated alerts, continuous monitoring, ML-driven root cause analysis and predicted performance analysis give you more power and control over business decisions.

Category Management - Dynamic Insights also includes data management services that integrate and curate data from Blue Yonder and other solutions into a single repository for analytics, reporting and other business requirements.

Key features

- Seamless integration with Category Management
- Space, floor and assortment insights
- Shopper, product and store insights
- Key KPI reports available out-of-the box
- Unlimited subscription-based learning opportunities
- Exception alerts that include auto-generated narratives and ML-driven root cause analysis

Key benefits

- Connects the dots between assortment, micro & macro space, and consumer trends
- Continuously optimize merchandising decisions
- Take corrective action faster with smaller, targeted changes
- Gain a competitive edge by identifying and responding to trends faster
- Achieve faster time to value for your SaaS conversion
- Reduce total cost of ownership (TCO)