Intelligence Node

How a Multinational Retail Supply Chain Leader Achieved 18% Increase in its Sell-through Rates

Predictive Sourcing & Merchandising with
Intelligence Node's AI-led Trend Forecasting

About The Client

The client is a $12.7 billion-dollar global leader in supply chain solutions for brands and retailers. Its partner ecosystem extends beyond $2 trillion of retail sales and at the center of it all are its integrated digital platforms – **powered by AI and machine learning**- which drive its profit margin and supply chain solutions.

Business Challenge

The industry giant's existing e-commerce processes were leading to long cash-to-cash cycles. Lack of inventory insight within its supply chain led to uninformed decisions and unnecessary inventory wastage.The company desperately needed actionable insights into data so it could respond to demand projections, shelf-life product performance, and rapidly changing pricing trends.

Intelligence Node Solution

Intelligence Node's Product Lifecycle module analyzed the brand's current and historical 3-year data to map price change frequency, visibility spikes, and inventory movements. Intelligence Node's predictive sourcing and merchandising insights helped replace human-led editorial intuition with real-time AI for accurate trend forecasting. Intelligence Node's Infeed solution streamlined order fulfillment by anticipating order composition and size for the next season. The company can now access product lifecycle data to analyze product and pricing history and feed the insights into an internal predictive sourcing engine.

With these solutions in its arsenal, the retail giant can compare assortment performance for any given time interval against the previous interval- to monitor seasonal influences and create timely and highly effective product launches.

By leveraging Intelligence Node's product lifecycle module and predictive sourcing capabilities, the client has been able to increase sell-through rate by 18% for nearly 100 apparel and footwear brands. This has also led to a decrease in its cash-to-cash cycle by 30%, thereby increasing its cash flow, and has also seen a 15% reduction in its operational costs after deploying our solution.

30%
Decrease in
cash-to-cash cycle

18%
increase in
sell-through rate

15%
reduction in
operational costs

Accurate trend
forecasting with
real-time AI

Retail Profitability Redefined

Schedule a Demo and see first hand the insights that our leading clients are leveraging with Intelligence Node.

GET IN TOUCH