

## How a leading fashion brand is using advanced forecasting to drive decisions and improve their net margins

Sonae Fashion Division, which owns and operates brands such as MO, Salsa and Zippy, amongst others, lacked understanding on weather, calendar events and promotions impact on current and future sales.

The solution was Advanced Forecasting, our predictive intelligence software designed to forecast business data.



With Advanced Forecasting, they are able to:

- ✓ Fine-tune operations with inputs from external feeds
- ✓ Increase promotional effectiveness
- ✓ Have an increased awareness of business dynamics
- ✓ Shift promo planning strategy
- ✓ Keep track of business KPI trends
- ✓ Act based on anticipated deviations

## WHAT WE ACHIEVED

Overall Forecast Efficiency above **90%**

More than **250** external variables taken into account

More than **750** product types analyzed every week

**11%** cost savings related to sales force allocation

Annual Budgeting **5%** more precise

Want to setup a trial? Contact us!  
[www.inovretail.com](http://www.inovretail.com)

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## About us

We are an Innovation Company with a mission to democratize Data Intelligence.

We do it with our actionable predictive models and in-store analytics tools, designed to provide quantifiable insights and recommendations to promote sustainable business growth for all Retailers.

