

## 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, Retailers are able to:

- ✓ Fine-tune operations with inputs from external feeds
- ✓ Increase promotional effectiveness
- ✓ Raise awareness of business dynamics
- ✓ Revise price planning strategies
- ✓ 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 a retail innovation company on a mission to democratise data intelligence. We provide data science solutions and digital tools that deliver quantifiable insights and actionable recommendations with direct and sustainable impact on key metrics.

