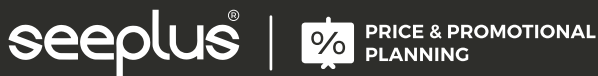


How Sport Zone increased retail margins through better Promotional Planning

Black Friday. In this 24-hours buying frenzy, some retail stores are willing to lower their prices more than 80% at the drop of the hat. Sport Zone, one of the most prominent sports retail chain in Iberia, wanted to understand the real effect Black Friday promotions have.

The solution was Price & Promotional Planning, our Data Science solution that helps design price and promotional strategies with the intent of boosting sales and, essentially, margins.



With Price & Promotional Planning, Retailers are able to:

- ✓ Quantify total promotional lifts on sales
- ✓ Simulate What-if situations
- ✓ Analyze price elasticity
- ✓ Analyze Halo & Cannibalism effects



WHAT WE ACHIEVED

Without any Black Friday Promotions

- 0.1% Net Sales

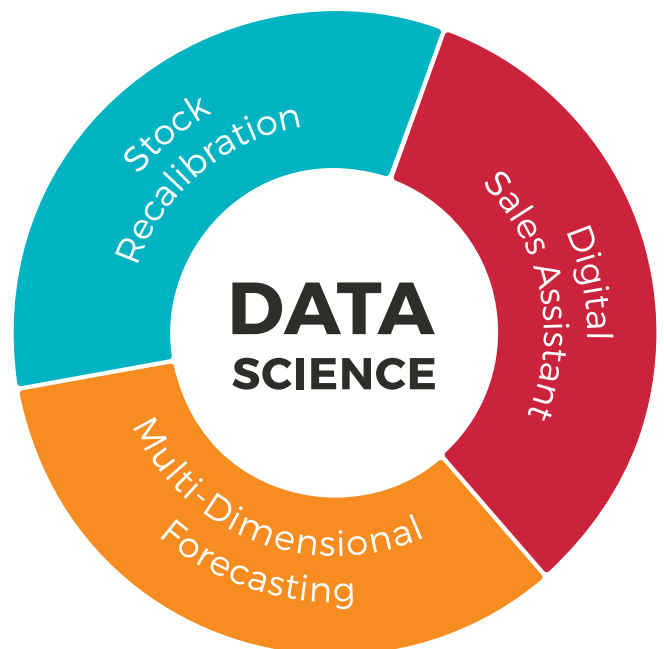
- 15% Sales Quantity

However...

+ 13% Profits

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.



Want to setup a trial? Contact us!
www.inovretail.com

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