Oracle Retail Advanced Clustering

In today’s Commerce Anywhere environment, consumers enjoy the empowerment of more information and a multitude of options in retailer selection, channels, and methods in which they choose to transact. Competition has increased and retailers have expanded the categories, geographies, formats, and customer segments that their merchants need to satisfy with relevant assortments, promotions, and prices. This increases the need for retailers to become customer-centric and localized, which warrants the use of a tool. Oracle Retail Advanced Clustering balances the cost of additional complexity with a view of diminishing returns.

**Key Features**

- Centralized clustering solution enabling the creation of clusters to support assortment, pricing, promotion, replenishment/allocation and space specific processes
- Cluster at multiple levels within the available hierarchies (product, location, calendar)
- Static or Time-Phased store clusters
- Dynamic nesting/mixing of product attributes, location attributes, consumer segments, as well as performance data
- What-if scenario analysis with solution recommendations
- Rich reporting and analysis available throughout the clustering process

**Key Benefits**

- Creation of customer-centric, targeted clusters
- Increase financial performance when leveraged in key planning processes
- Increase inventory productivity
- Improve store operations
- Flexible / configurable platform to accommodate evolving business priorities

**A Single / Central Enterprise Clustering Solution**

Oracle Retail Advanced Clustering is an enterprise specific clustering solution that leverages data mining capabilities to create store groupings at various product levels using multiple inputs. These inputs include performance data (sales dollars, sales units, gross profit), product attributes (brand, color, size/fit), store attributes (climate, store format, size, servicing distribution center), third party data such as demographic data (income, ethnicity, population density) as well as consumer segments.

The embedded science and automation capabilities will enable you to easily identify unique patterns within your data to create the necessary customer-centric and targeted clusters to be utilized by downstream assortment planning, allocation/replenishment, pricing and promotions planning processes.

**Features:**

- **Scenario-based cluster generation.** Based on store and/or product attributes, consumer segment profiles or sales performance
- **Simple and intuitive 4-step cluster generation process.**
  - ‘What-if’ capabilities. Create and measure multiple clustering scenarios against each other to ensure the most appropriate clusters are leveraged for the applicable planning / execution process
  - Automatically ranks cluster scenarios. Support ‘what-if’ comparisons; recommending the optimal cluster scenario and number of clusters
  - Dynamic nesting of clusters. Create nested or mixed attribute clusters based on multiple attributes, performance data as well as consumer segments
- **Features an improved, proprietary BaNG (Batch Neural Gas) algorithm.** Proven
REVIEWED PRODUCTS
- Oracle Retail Category Management
- Oracle Retail Assortment Planning
- Oracle Retail Size Profile Optimization
- Oracle Retail Demand Forecasting
- Oracle Retail Markdown Optimization
- Oracle Retail Regular Price Optimization
- Oracle Promotion Management and Optimization
- Oracle Retail Merchandising Analytics
- Oracle Retail Customer Analytics

scalable, predictably convergent cluster parameters

Offers a range of distance metrics. Suitable for real-valued attributes, categorical attributes, profile based measurements as well as time-based performance metrics

Fully Productized On The Oracle Retail Advanced Science Engine™.

Key Differentiators for Oracle Advanced Clustering

Productized software solution. Many providers only offer a managed service; the Oracle Advanced Clustering solution is a self-service application providing the flexibility and convenience to update clusters frequently

Real time. On-the-fly scenario creation and cluster results

Cloud deployable. On-premise, public or partner hosted, or hybrid

Pre-built integration. Leverages the Oracle Retail Analytics data schema

Scalability. Proven to provide scalability for the large data sets required for clustering.

About Oracle Retail

Oracle Provides retailers with a complete, open and integrated suite of business applications, server and storage solutions that are engineered to work together to optimize every aspect of their business. 20 of the top 20 retailers worldwide – including fashion, hardlines, grocery and specialty retailers – use Oracle solutions to drive performance, deliver critical insights and fuel growth across traditional, mobile and commerce channels.

CONTACT US
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Hardware and Software, Engineered to Work Together

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