ORACLE

Oracle Retail Size Profile

In an intensely competitive retail environment of blurring channels and ever-evolving consumer purchasing behavior, retailers find it more challenging to align assortments to customer demand, a challenge that is magnified for merchandise with size ranges. Oracle Retail Size Profile Science provides optimal recommendations on location-specific size range profiles to better inform and align buying and inventory allocation decisions to consumer demand.

BUILDING THE RIGHT ASSORTMENT

Customers come in all shapes and sizes, and serving their fit preferences, efficiently and effectively at their desired store or channel is a crucial driver of profitable retailing. In order to satisfy each of these customers, location-specific size profiles play a key role throughout the buying and inventory management processes. Size profiles should influence buying and initial allocation decisions during the assortment planning or buying processes. Yet, buyers and planners often only manage buying decisions at the style-color/store cluster levels and expect that analytics will intelligently explode that plan down to size/dimension (SKU) and store. This explosion is necessary to execute the assortment plan through SKU creation, purchase orders, and initial allocation.

CHALLENGE: UNDERSTANDING CONSUMER DEMAND

A fashion retailer's ultimate goal is to create store-specific assortments that best align inventory and buying decisions with customer demand for a greater return on inventory investment. Understanding each store's unique size selling patterns and, therefore, size need by merchandise area and attribute is a critical step to meeting that unique customer demand. The massive amounts of data and labor-intensive tasks to analyze the data can paralyze the buyer and planner and drive them to settle on department and chain level averages.

## CHALLENGE: HISTORICAL PERFORMANCE IS NOT CUSTOMER DEMAND

Retailers have continued to look back at history to make future planning decisions. But historical size selling is often a result of misplaced inventory that results in lost sales and excessive markdowns. Retailers need a "cleansed" history that understands lost sales, exceptional sales, and the size demand potential. Without this "cleansed" historical performance, buying and allocation decisions will be based on last year's mistakes, thus repeatedly disappointing customers and leaving unwanted sizes in some stores or selling channels.

Key Benefits

- *Increased sales by up to 3%*
- *Improved gross margin up to 7%*
- *Decreased average inventory up to 3%*
- *Reduced misallocation of product up to 7%*
- *Simplified order processing*
- *Easier flow from planning to execution*

SOLUTION: ORACLE RETAIL SIZE PROFILE SCIENCE

Oracle Retail Size Profile Science, a part of the **Oracle Retail Science Platform**, identifies location-level selling patterns across different size ranges to systematically create accurate profiles of size distribution by merchandise category, by location. It corrects for out-of-stocks and lost sales, uses robust simulation techniques, and identifies the right levels to generate the profiles. In addition to systematically generating the profiles - the solution allows for profile management - including comparison and analysis views, with an exception-based management and approval workflow.
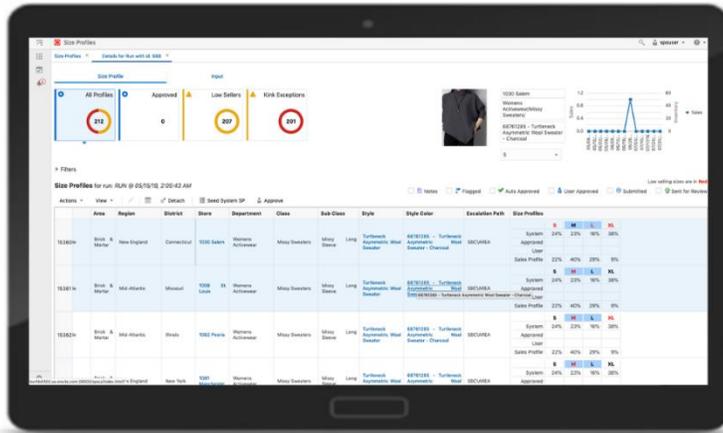
Reviews are efficient and streamlined; easily view profiles, alerts, and exceptions in the Size Profile dashboard.

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