



Oracle Retail Assortment Planning Cloud Service

In today's environment of intense competitive pressure, channel blurring, and increased access to information and shopping options – such as channel, fulfillment, and transaction methods – retailers are finding it increasingly harder to create engaging customer-inspired and targeted assortments that drive customer loyalty while increasing sales, margin, and return on investment.

Research continues to show compelling assortments as a key driver of obtaining and retaining customer loyalty. To compete in this increasingly complex industry, retailers must connect to the customer in a meaningful way. Translating the masses of customer data into an understanding of customer behavior enables the retailer to create compelling and personalized assortments that resonate. With constrained resources and overwhelming data points, retailers require effective and efficient systems embedded with science-based optimization and automation.

MAXIMIZE BUSINESS RESULTS WITH ASSORTMENT PLANNING

To remain connected to customer preferences and deliver desired assortments at a fast fashion pace, retailers must invest in modern planning applications. Oracle Retail provides an integrated, single view of the enterprise, enabling retailers to innovate with speed and scale. With Oracle Retail Assortment Planning Cloud Service, retailers can develop authentic and loyal customer relationships by delivering the right product to the right location at the right time.

Assortment Planning provides retailers with a visual, end-to-end workflow to define and execute localized market assortments, improve the conversion of traffic into sales, and increase customer satisfaction. Paired with Oracle Retail AI Foundation Cloud Service, Assortment Planning intertwines AI-driven recommendations and system automation to create tailored assortments that delight customers. Manual manipulation and guesswork are replaced with smart, agile, common workflows that empower smart assortment creation for fashion forward retailers. Sales growth, margin improvement, and operational efficiency are driven by better merchandising decisions and inventory control.

OPTIMIZE ASSORTMENT STRATEGY AND CREATION

Oracle Retail Assortment Planning leverages embedded artificial intelligence science and automation to provide an effective assortment strategy that maximizes return on inventory investment. Science-based insight starts with optimized history which corrects historical sales by style-color and product attribute for hindsight analysis and as a smart basis for later optimization.



Key Benefits

- Empower retailers to make strategic decisions about their product offerings, improving their competitive advantage in market.
- Exploit data driven, AI based insight with guided automated and optimized assortment planning.
- Maximize sales and profitability by offering balanced and appealing product assortment.
- Enhance customer shopping experience with well-curated and diverse product selection.
- Visualize assortments with interactive line planning.
- Simulated scenario-based planning facilitates decision making.
- Configurable applications provide bespoke retailer's individualization.
- Agile automation and optimized recommendations drive user efficiency and effectiveness.

AI-based recommendations include product attribute ranking, option count, and rate of sales to utilize as assortment strategy benchmark.

Automation eases the user experience with system generated placeholders, optimal assortment fit, and proposed sales potential driven by a style-colors product attribute assignment.

ASSORTMENT RANGE & ITEM FLOW

Oracle Retail Assortment Planning leverages a single common process to define assortment needs for both short and long lifecycle items. Evergreen, continuous, basic long lifecycle style-colors receive detailed assortment ranges for external replenishment systems. For fashion, short lifecycle style-colors weekly sales and receipt flows provide single buy quantity and/or multiple delivery plans within a common workflow.

The inclusion of sophisticated and intelligent logic allows retailers to complete their assortments quickly and effectively. Additional time for collaboration enables thoughtful creative innovation that increases in-store and online traffic growth. Coupling a visual interactive plan view with streamlined automated business process, retailers are able to effectively make informed decisions when creating an optimal assortment while understanding the overall impact to floor set and customer experience.

ORACLE RETAIL AI FOUNDATION

The Oracle Retail AI Foundation is common across the unified Oracle Retail Analytics and Planning capabilities, harnessing the retail industry's best analytical minds, technology, and data to power decisions. Core areas in the AI Foundation include:

Advanced Clustering - Cluster your stores based upon traditional approaches of volume, square footage, region, and leverage machine learning techniques to cluster stores based upon similar selling patterns, truly creating a customer-centric assortment.

Assortment and Space Optimization - Optimize assortment and facing recommendations to maximize profits while balancing supply chain constraints, business rules, and visual merchandising standards.

Customer Decision Trees - Understand how your customers are shopping your assortments to drive attribute-based alternate hierarchies and effectively plan your assortment the way your customer shops.

Customer Segmentation - Group customers based on attributes, behaviors, and transactions to tailor offers, pricing, and assortments, incorporating previously hidden patterns in your data.

Forecasting Engine - Provide an intelligent starting point for your planners, increasing automation and accuracy across multiple processes and applications.

Innovation Workbench - Leverage open source along with your data science team to create your own AI and ML models. Utilize your preferred language with Jupyter/Zeppelin notebooks.

Features

- Market analysis of customer preferences, product trends and product attributes.
- Assortment strategy creation with AI infused recommendations by cluster and product attribute.
- Assortment optimization with attribute focused depth and breadth alignment.
- Assortment range and item plans enable detailed inventory flow.
- Reconciliation to financial targets.
- Visual image-based assortment selection and review.
- Embedded Retail AI Foundation:
 - Advanced Clustering
 - Assortment and Space Optimization
 - Customer Decision Trees
 - Customer Segmentation
 - Forecasting Engine
 - Innovation Workbench

REQUEST A DEMO

CONNECT WITH US
Call +1.800.ORACLE1

Copyright © 2025, Oracle and/or its affiliates. All rights reserved. This document is provided for information purposes only, and the contents hereof are subject to change without notice. This document is not warranted to be error-free nor subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document, and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission. Oracle and Java are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners.

