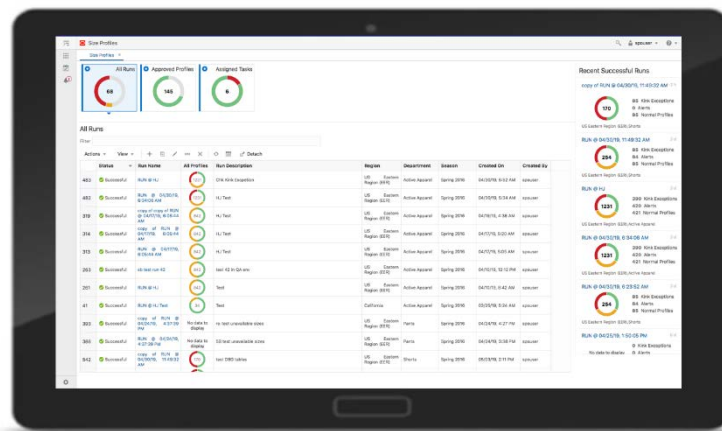


# Oracle Retail Size Profile Solution Brief

In an intensely competitive retail environment of **blurring channels**, and ever-evolving consumer purchasing behavior, retailers are finding it **more difficult 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 key 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.



The Size Profile dashboard provides a simple, exception-driven workflow.

## Key Solution Benefits

- Increase sales up to **3%**
- Improve gross margin up to **7%**
- Decrease average inventory up to **3%**
- Reduce misallocation of product up to **7%**
- Simplified order processing
- Easier flow from planning to execution

## CHALLENGE: UNDERSTANDING CONSUMER DEMAND

The ultimate goal in fashion retailing is to create store specific assortments to best align inventory and buying decisions with customer demand, thus driving 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 often paralyze the buyer and/or planner and drive them to settling on department and chain level averages.

## CHALLENGE: HISTORICAL PERFORMANCE IS NOT CUSTOMER DEMAND

Retailers have continued to look back at history in order 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.

## 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.

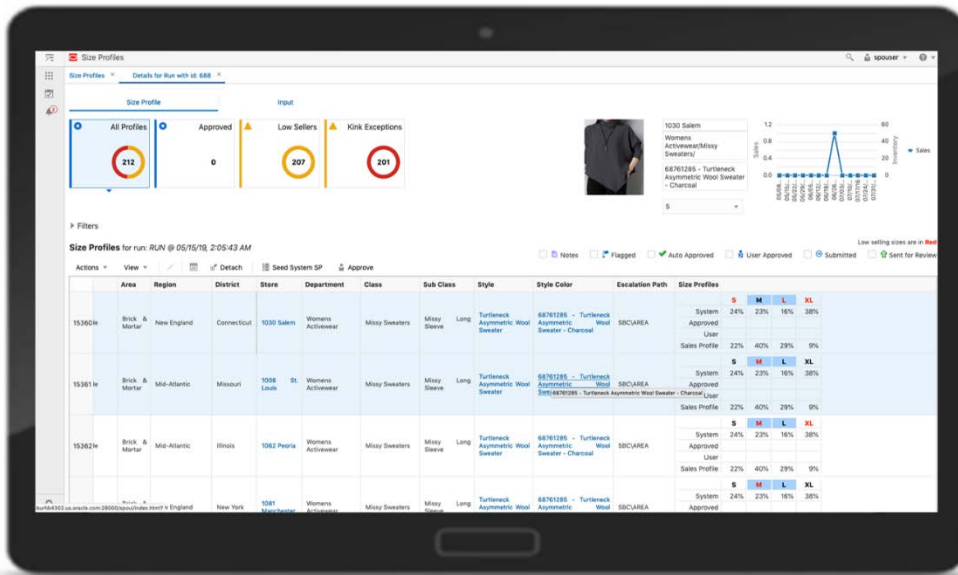
## Key Features

- Identifies store-level selling patterns across different size ranges to systematically create accurate profiles of size distribution by category
- Corrects for out of stocks, lost sales and kink sizes
- Optimizes size profiles by customer and attributes
- Identifies the right levels to generate the profiles based on merchandise and store performance
- Robust simulation techniques and data mining to produce optimal recommendations
- Allows for profile management including visualization of profiles and exception management workflow

## CONNECT WITH US

For more information about Oracle Retail, please visit [oracle.com/retail](http://oracle.com/retail) or email [oneretailvoice\\_ww@oracle.com](mailto:oneretailvoice_ww@oracle.com) to speak with an Oracle representative.

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Size Profile review is efficient and streamlined; easily view profiles, alerts, and exceptions.

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