Case study: Specialty retailer identifies $2.3 million in sales opportunity with DynamicAction

One of the oldest apparel clothiers in the US, this specialty retailer has over 300 stores, worldwide distribution, and a strong online presence. The company has ambitious growth plans that focus on their digital channels as well as expanding into new markets.

With DynamicAction, the retailer was able to:

- Identify $2.3 million in sales opportunity

- Collaborate across teams to help reduce "analysis paralysis"

- Modify their purchase plans on core product categories to better meet demand

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The challenge

Though the retailer could find places where they were spending resources and not getting results, it was difficult for them to identify areas where they weren't focusing but had the potential for positive results.

The retailer wanted to have a full picture of their business—across merchandising, marketing, operations and finance—so they could easily focus their teams and grow more quickly. In particular, they were eager to avoid the analysis paralysis caused when investigating drops or spikes in performance. They wanted to pinpoint areas of potential profit throughout their eCommerce business.

The solution

DynamicAction was built to address these exact business needs for retailers. It connects and analyzes product and customer data across a retailer's organization; points out in detail the issues impacting profit; recommends actions to take; ranks them by how much untapped profit is on the table; and sends automated alerts based on criteria created from best practices and customized for the recipient.

The retailer quickly partnered with DynamicAction to help find the profit potential across their business. Through the use of DynamicAction and their dedicated practice manager, the specialty clothier immediately began to find value in their investment.

The results

Within the first week, DynamicAction highlighted an opportunity to improve performance in certain product categories. By connecting the retailer's inventory, marketing and website data, DynamicAction identified more than $2 million in sales opportunity on an annual basis for products with good conversion numbers but limited coverage. This affected key categories such as their dress shirts.

Through further analysis, their practice manager showed that limited stock availability was associated with dress shirt fit (slim, traditional, etc.), color and size. When looking at availability, certain fit-color combinations had poor coverage, whereas other fit-color combinations had almost complete coverage.

Beyond those actions recommended by DynamicAction, the practice manager showed additional opportunity to buy more sizes for certain shirt fits and to potentially reduce buys for other sizes based on these results,

The specialty clothier made plans to change their purchase strategy for dress shirts for the upcoming Spring and Fall seasons.

Let us help your merchandising team uncover new profit opportunities. Email us at info@dynamicaction.com to learn more.

Need inspiration? Download this checklist for a re-imagined merchandising week, with tips from leading international retail merchandising teams.

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The amount of insight DynamicAction presented was beyond any other tool I've used to date. It correctly addressed the major pain points that we have, primarily view availability. It also gave us insight into products with potential for further growth.

Former VP of Direct

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