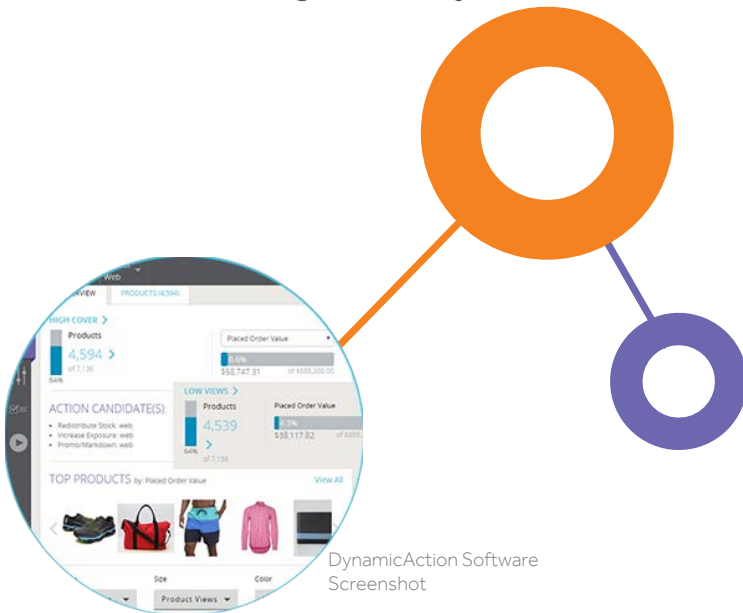


Case Study: Repricing slow-moving stock yields revenue increase

Iconic multinational retailer with both a physical and online presence throughout EMEA has cultivated a diverse breadth of product offerings that include technology, toys, books, clothing, home and more. With nearly 7,000 stores in 12 countries, one of the world's largest retailers needed its eCommerce Merchandising Team to be nimble with their pricing strategy and price reduction process for slow-moving and overstocked items in order to create physical space for new products and keep their distribution center running effectively.

With DynamicAction the retailer was able to:

- Achieve a \$19,000 incremental lift in revenue in 2 weeks for the sports and leisure department
- Predict an additional \$126,000 in revenue per year for sports and leisure
- Forecast a \$280,000 incremental revenue lift when the new process is rolled out company-wide



It was as if McKinsey had come in and said here's what you need to know, here's what you need to do and here's the priority with which you need to act. It made it much easier for us to actually take action.

- EVP of Direct and Omnichannel



The Challenge:

Each week, the multinational retailer's eCommerce Merchandising Team is responsible for mitigating the risk of slow-moving products congesting the distribution center, which is critical to operational efficiency. The team identifies slow-moving products and either proposes price adjustments or a supplemental promotional plan highlighting the inventory. The merchandising team considers the proposals and details their preferences in a Combined Stock Report, which it circulates Wednesday afternoon. If price changes are recommended in the report, they must be submitted to the Price Management Team at least 48 hours before the new price goes live on the website. For the retailer, this meant new prices could not be pushed to the live website by Friday.

The Solution:

The retailer utilized DynamicAction's category-specific Slow Moving Stock reporting to solve the problem. Each member of the eCommerce Merchandising Team now had their own category or product line-specific action list that identified which products to focus on and the most profitable action for the team to take **available to them two days earlier than before.**

The action list was then circulated to the merchandisers for sign off, and price amendments were put through to the Price Management Team **well within the 48-hour limit.**

The Results:

- The retailer's teams are now enacting advised and approved price changes the same week they are proposed.
- The Recreation Team (4.5% of the multinational retailer's Placed Order Value this year) generated an additional **\$19,000** revenue in their category.
- The retailer predicts an additional **\$126,000** per year resulting from this change in process. Executives expect to generate an additional **\$280,000** in revenue when the retailer expands the process to the entire business.



Dynamic Action pulls sales data together that would normally be combined and analysed in a lengthy process using Excel. It also brings into view other important elements for not normally included in our sales reports.

- Senior Merchandiser



Learn more

To learn more about how DynamicAction is enabling retailers across the globe to make accurate decisions and get to fast, profitable action on more than \$15B of consumer transactions each year, connect with us at

DynamicAction.com



About DynamicAction

DynamicAction is a retail analytics guidance system that leverages cloud software and a proven success program to catalyze the new customer-first operating mindset in retail. DynamicAction empowers retailers with a clear path to navigate their transformational journeys with AI-powered metrics. It enables faster, better decisions to deliver profit, analytics and visualizations for immediate insights, prioritized opportunities and prescribed actions to take online and in-store.

Forward thinking retailers across the globe rely on DynamicAction's advanced analytics and retail-built practices to holistically run more efficient organizations and formulate laser target strategies to uncover their most profitable customers. Forrester Research recommended DynamicAction as the key prescriptive analytics technology to replace predictive analytics in retail, and the National Retail Federation awarded DynamicAction for its ability to "significantly improve or radically alter how retailing is done".

Headquartered in Silicon Valley, DynamicAction has offices in London, Sofia and Dallas.



Connect with us at
www.DynamicAction.com



Twitter
[@DynamicAction](https://twitter.com/DynamicAction)



LinkedIn
[DynamicAction](https://www.linkedin.com/company/DynamicAction)