

# Iconic Fashion Retailer, Mavi Achieves %9.6 Revenue Growth with Invent Analytics



## Customer

Number of Employees: 4060  
 Number of Stores: 439  
 Number of Points of Sale: 4500  
 Website: [mavicompany.com/en](http://mavicompany.com/en)

## Solutions

Allocation Optimization  
 Replenishment Optimization  
 Transfer Optimization  
 Markdown Optimization  
 Assortment Planning Analytics

## Key Benefits

- Granularity: Forecasting on a size level
- Product attribute-based forecasts
- Increased Forecast Accuracy: Bias & MAPE
- Scenario Planning: Maximizing Gross Margin or Sell Through

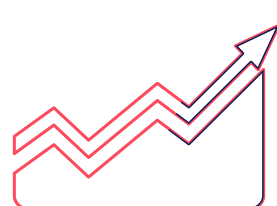


With Invent Analytics, we have achieved remarkable business results. Invent Analytics delivers speed to value, understand our operational constraints, and uniquely tailors their inventory optimization solutions to meet our needs.

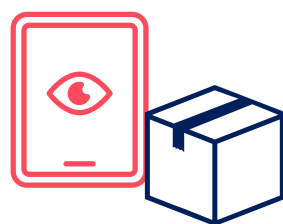


Sinan Sefai,  
 Chief Sourcing and Supply Chain Officer

## Challenges & Goals



Increasing product availability, gross margin and sell-through



Having flexible allocation management and efficient inventory visibility



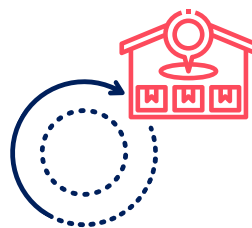
Reducing lost sales with better inventory planning and markdown optimization

## Key Results

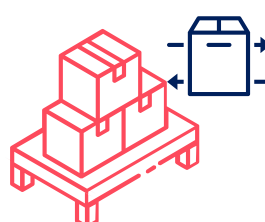
**↑ 9,6%** Revenue growth

**↑ 10,6%** Gross margin growth

## The Impact



Profit-optimized allocation and replenishment



Proactively rebalanced inventory across locations



Increased availability and reduced lost sales