

Omni-Channel Demand Forecasting, Allocation, and Replenishment: FLO Reduces Lost Sales by 12%



Customer

Number of Employees: 11000+
Number of Stores: 650+
Number of DCs: 15
Website: www.flo.com.tr

Solutions

Allocation Optimization
Replenishment Optimization
Transfer Optimization
Markdown Optimization

Key Benefits

- Size and case pack optimization at a store-level
- Optimally timed markdowns
- Rebalanced inventory across locations
- Increased omni-channel profitability
- Increased availability and reduced lost sales

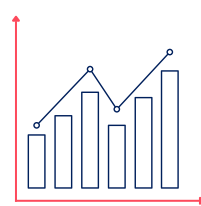


Invent Analytics not only has the right inventory optimization solutions, but their approach and their deep understanding of omni-channel retailing enabled us to adapt and thrive in the omni-channel retail space.

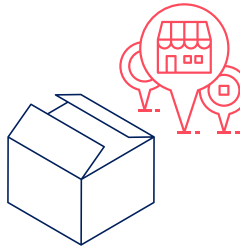


Burak Övünç,
Chief Executive Officer, FLO

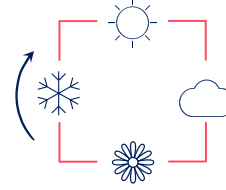
Challenges & Goals



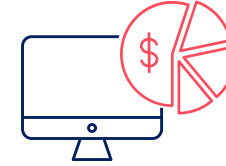
Generating highly accurate forecasts at all levels of granularity



Determining the right amount of inventory required in the stores and distribution centers



Gaining a full-season perspective for more accurate and timely allocations



Making profit-optimized inventory decisions

Key Results

↓ **12%** Lost sales reduction

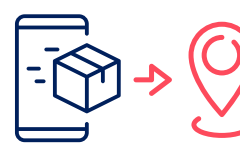
↑ **23%** Increased availability

↑ **4.7%** Net profit improvement

The Impact



Upgrading inventory decisions to a financial optimization-driving process



Leveraging AI-powered demand forecasting to predict how, when and where FLO's omni-channel customers want their orders to be fulfilled



Using advanced allocation and replenishment to reduce left-over risks at stores and early stock-out risks at the distribution centers



Balancing lost margin from out-of-stock and the cost of carrying inventory