Zencode CASE

STUDY

ZENCODE

Helps Luxury Fashion Retailer with Lessening Wasted Inventory

Over 30,000 shoes saved every month

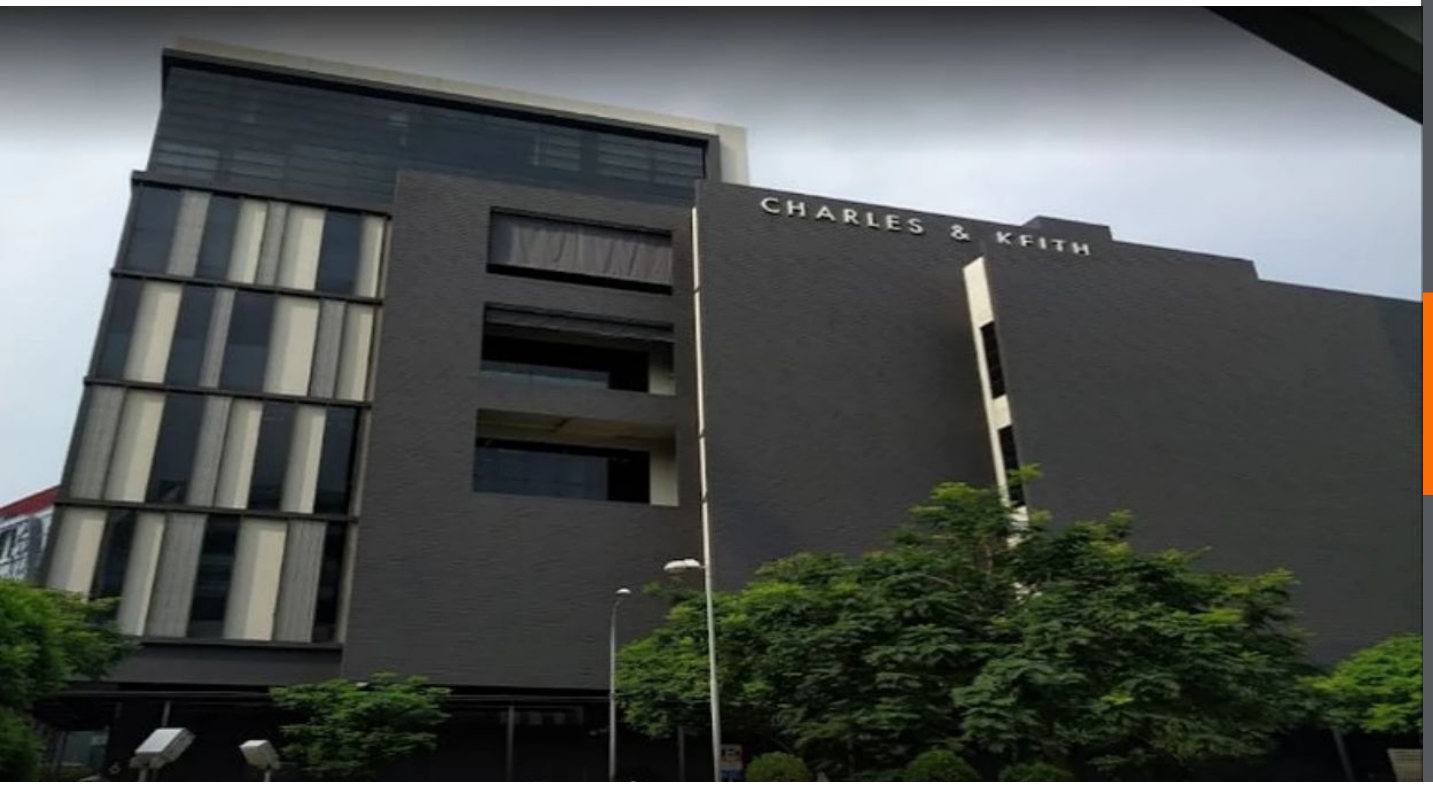
AT A **GLANCE**

FMCG Luxury Retailer

Within a luxury fashion retailer there was a constant over-ordering of shoes by individual branch outlets, which lead to regional warehouses needing larger spaces and ultimately impacting the global warehouse in Singapore, which had built a large stacked warehouse but was using it's planned space earlier than usual.

However with Zencode it was able to use Zencode's machine learning expertise to understand past sales data and ordering from individuals to give individuals suggested proportions to order.

SERVICES



Industry : **FMCG**
Location : **Worldwide**
Employees : **over 5,000**
Services : **Machine Learning, Predictive Analytics and Inventory Automation**

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THE **ORGANISATION**

Since its establishment in 1996, the brand has expanded its reach beyond brick-and-mortar stores by offering online shopping on its website

The organisation is headquartered in Singapore and operates more than 600 stores worldwide with a global staff strength of more than 5000 employees.

It has a vision to empower women around the world to express themselves freely through fashion. The brand pushes the boundaries of modern footwear and accessories by constantly reinventing fashion with its curated collections.

THE **CHALLENGE**

Faced with the challenge of reducing inventory wastage and also be friendlier to the environment.

With so many different regions with different needs for sizes and styles, it was difficult to make forecasts for branch managers based on aggregated data

Further to this there was a need to slow down the usage of the global warehouse so that forecasted warehouse usage was kept on schedule, otherwise there would be large capital costs earlier than expected to build a new warehouse facility and the associated staffing to run the new warehouse.

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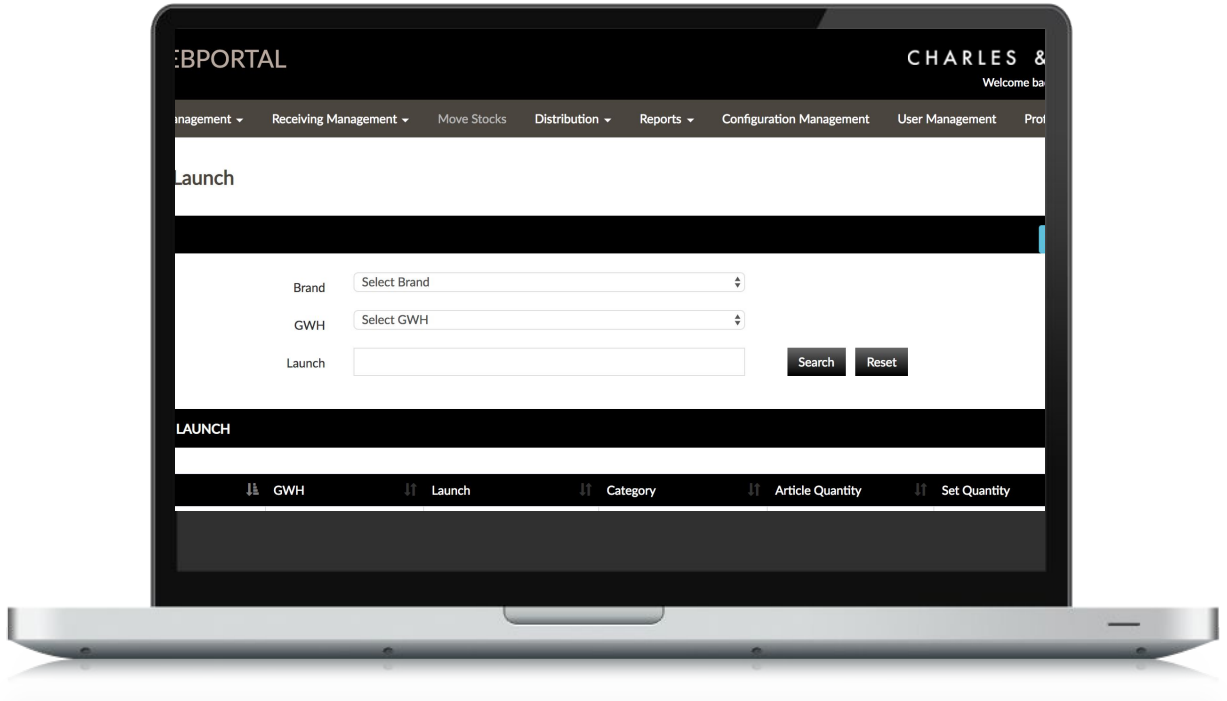
THE SOLUTION

To use Zencode's capabilities in both Application Development and Predictive Analytics. Reduce Inventory Wastage by 20%.

To use Zencode's capabilities in both Predictive Analytics and Application Development. Zencode pulled data from SAP systems and used data analytics techniques to sift through millions of records and sort them effectively. It was then able to apply predictive models to the data and show that relevant data for decision making. Through this Zencode was able to reduce inventory wastage by a maximum of 20%



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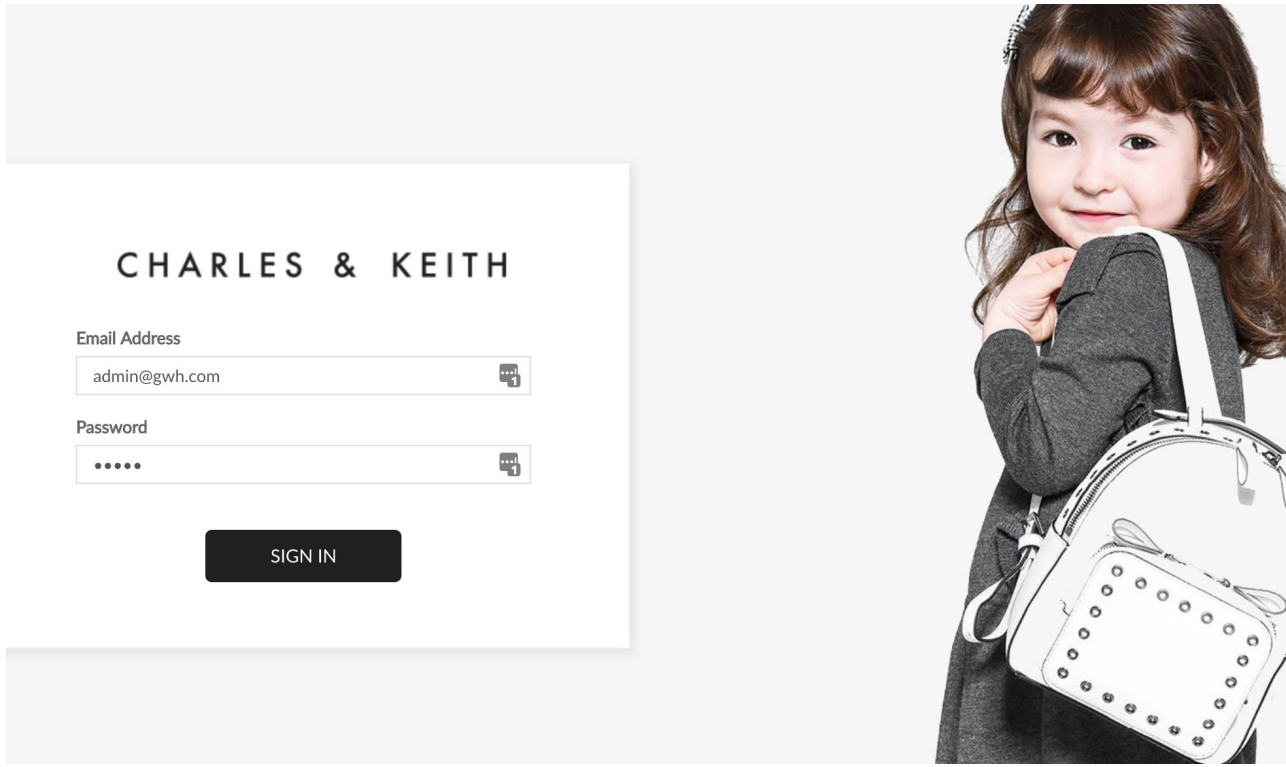
With Zencode's Predictive Data Analytics:

With Zencode's Predictive Analytics: Zencode has expertise in using data, statistical algorithms , hypothesis models and machine learning techniques to identify the likelihood of future outcomes based on historical data, thus helping to use the predictive models to forecast inventory and manage resources. Further to this it can also prescribe what is the optimized inventory. Zencode accomplished this using supervised expertise of regression and classification techniques.



CASE STUDY

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