

 DATAWEAVE

# ASSORTMENT INTELLIGENCE AT A GLANCE



## BUSINESS PROBLEM

Offering a wide assortment of products is key to driving customer acquisition and customer retention. For retailers, the first step of strengthening the product assortment is to understand the strengths and weaknesses of their existing product assortment compared to competing retailers. In the dynamic world of online retail, in which products are constantly getting added, removed, or running out of stock, performing this comparison is a significant challenge.



## QUESTIONS MODERN RETAILERS NEED ANSWERS TO

**How is my overall assortment health compared to my competition?  
Here, health is determined by analyzing**

- a. Number of products
- b. Average selling price
- c. Average discount

### **Brands and gaps**

- a. Which brands are unique to my assortment?
- b. Which brands are missing in my assortment?
- c. Which brands in my assortment overlap with my competition?
- d. For overlapping brands, how is the assortment distributed across price ranges and discount ranges? In price and discount ranges do the assortment gaps exist?

**What are the bestselling brands in my competition's websites? This is defined by the current rank compared to historical ranks.**

**Which brands should I additionally onboard?**

## LET'S EXTEND THIS FURTHER . . .

**For both missing and overlapping brands, what are the bestselling products in the competition's assortment?**

**Where are the gaps in my assortment, at a product attribute level?**

**Which product attributes create a positive perception in the minds of consumers?**

## COMPLEXITIES IN ACHIEVING ASSORTMENT INTELLIGENCE

Collecting and processing very high volume of data (hundreds of millions of records) from public websites

The dynamic nature of the online world results in constantly changing product assortments, something that you will need the ability to track

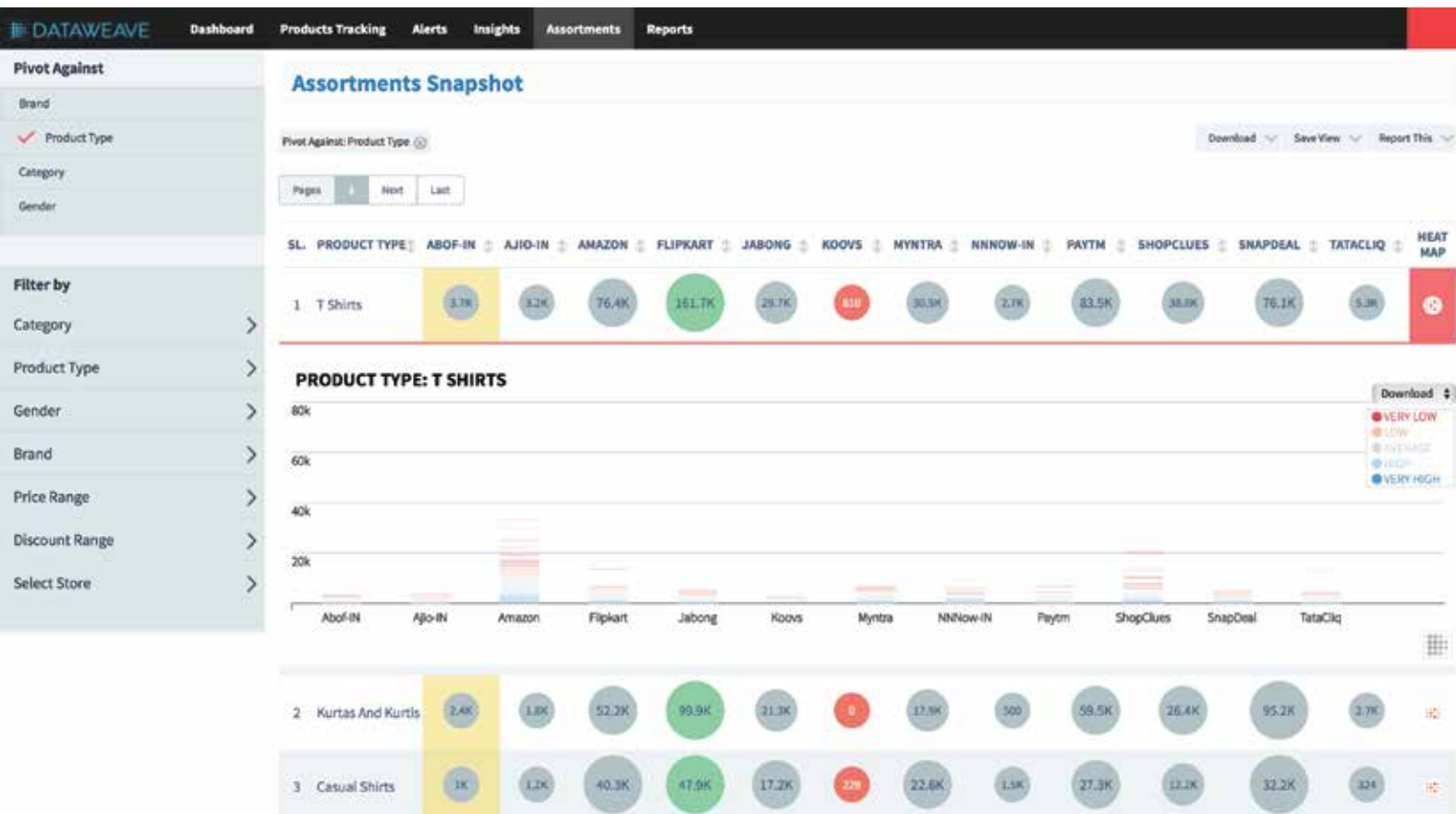
The taxonomy of products varies significantly across websites, making it difficult to map category hierarchies.



# DATAWEAVE'S ASSORTMENT INTELLIGENCE SOLUTION

Leveraging its core technology platform that harnesses and analyzes publicly available online data, DataWeave provides assortment intelligence to retailers looking to understand the strengths and weaknesses of their assortments, compared to the competition.

We provide retailers with just the answers they're looking for, as listed above, to drive their assortment strategy.



As displayed in the above snapshot, the assortment strengths and gaps information provided by us can be presented at a very granular level – by brand, price range, product type, product category, and other attributes, depending on the use case.

This information can be provided in several formats including APIs, CSV, and our proprietary web-portal. The data can be refreshed at a mutually agreed frequency.

For one of our customers, we went down to the level of comparing assortments for a combination of screen sizes and screen

types of televisions, and identified the price-ranges of these products compared to competing retailers.

## Some of the world's leading retailers have used DataWeave's Assortment Intelligence solution to:

Improve customer conversion rates by delivering a wide range of product assortments

Drive enhanced customer retention by providing broader assortments compared to competition