

Toolbox Forecast Analytics



Quantify YOUR “tribal” knowledge with actionable insights on YOUR history

- **Easily deployed and quickly mastered by any merchant**
- **Immediately profitable Analytics based on advanced algorithms**
- **All levels of Merchandise Hierarchy and Attributes covered**
 - **Locations and Location Groups**
 - **Lost Sales Analysis**

A simple, applet-based interface



Merchandise by
Attributes



Merchandise by
Level



Merchandise by
Stores



Merchandise by
Store Groups

Store Attributes

Attributes

All ☒

Region

All ☐

District

All ☐

Retail vs Warehouse

All ☐

Outlet vs Concept

All ☐

Channel

All ☐

Static Comp Status

All ☐

Fashion Status

All ☐

SKU Capacity Grp

All ☐

Climate

All ☐

Stores

All ☒

☒

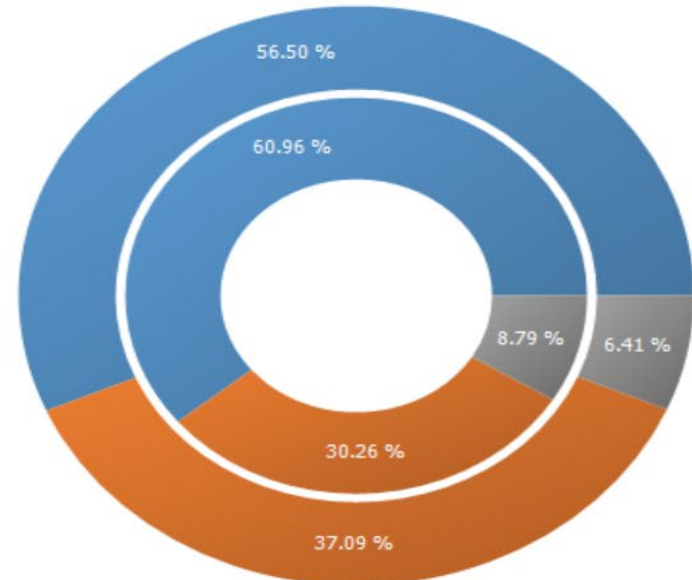
Name

ID

<input checked="" type="checkbox"/>	1 Location	1
<input checked="" type="checkbox"/>	10 Locati...	10
<input checked="" type="checkbox"/>	100 Loca...	100
<input checked="" type="checkbox"/>	101 Loca...	101
<input checked="" type="checkbox"/>	102 Loca...	102
<input checked="" type="checkbox"/>	103 Loca...	103
<input checked="" type="checkbox"/>	104 Loca...	104
<input checked="" type="checkbox"/>	105 Loca...	105
<input checked="" type="checkbox"/>	106 Loca...	106
<input checked="" type="checkbox"/>	108 Loca...	108
<input checked="" type="checkbox"/>	109 Loca...	109
<input checked="" type="checkbox"/>	11 Locati...	11
<input checked="" type="checkbox"/>	110 Loca...	110
<input checked="" type="checkbox"/>	111 Loca...	111
<input checked="" type="checkbox"/>	112 Loca...	112
<input checked="" type="checkbox"/>	113 Loca...	113
<input checked="" type="checkbox"/>	115 Loca...	115

Dashboard

Best Sellers



FOOTWEAR
 APPAREL
 ACCESSORY

Sales Forecasting to improve CURRENT plans



Price Elasticity
Analysis



Promotion
Analysis



Profit
Optimization



Price Point
Optimization



Product Affinity
Analysis

chy

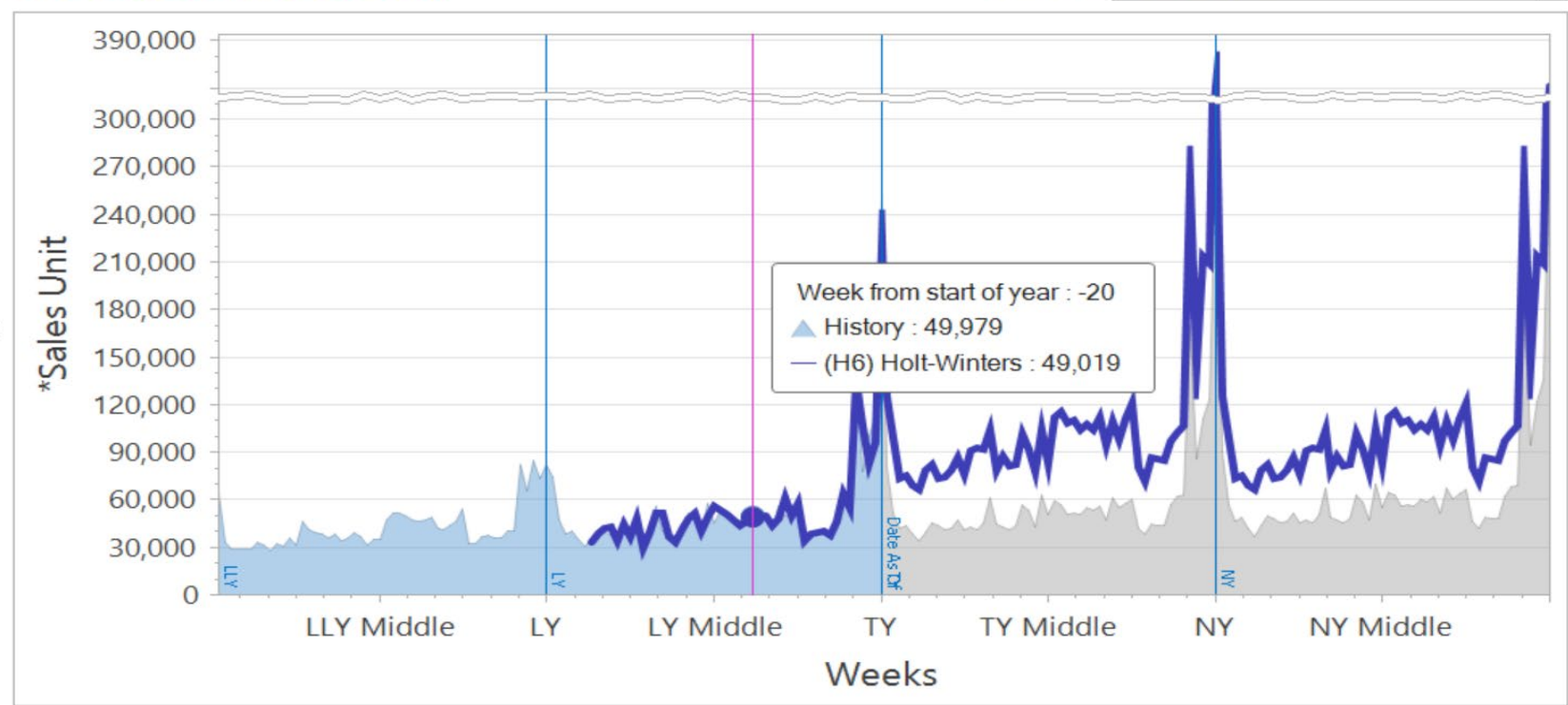
Sales and Demand Forecasting

Parameter *Sales Unit



viation

8,945
9,059
9,456
11,598
24,155
25,444
27,487
28,908



Seasonal Price Elasticity



Price Elasticity
Analysis



Promotion
Analysis



Profit
Optimization



Price Point
Optimization



Product Affinity
Analysis



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Price Elasticity Analysis

Current *Act Planned EOP Unit:

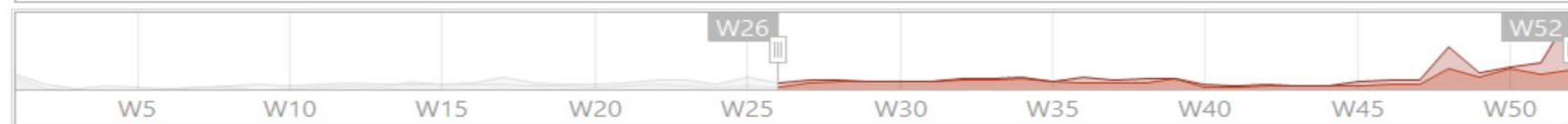
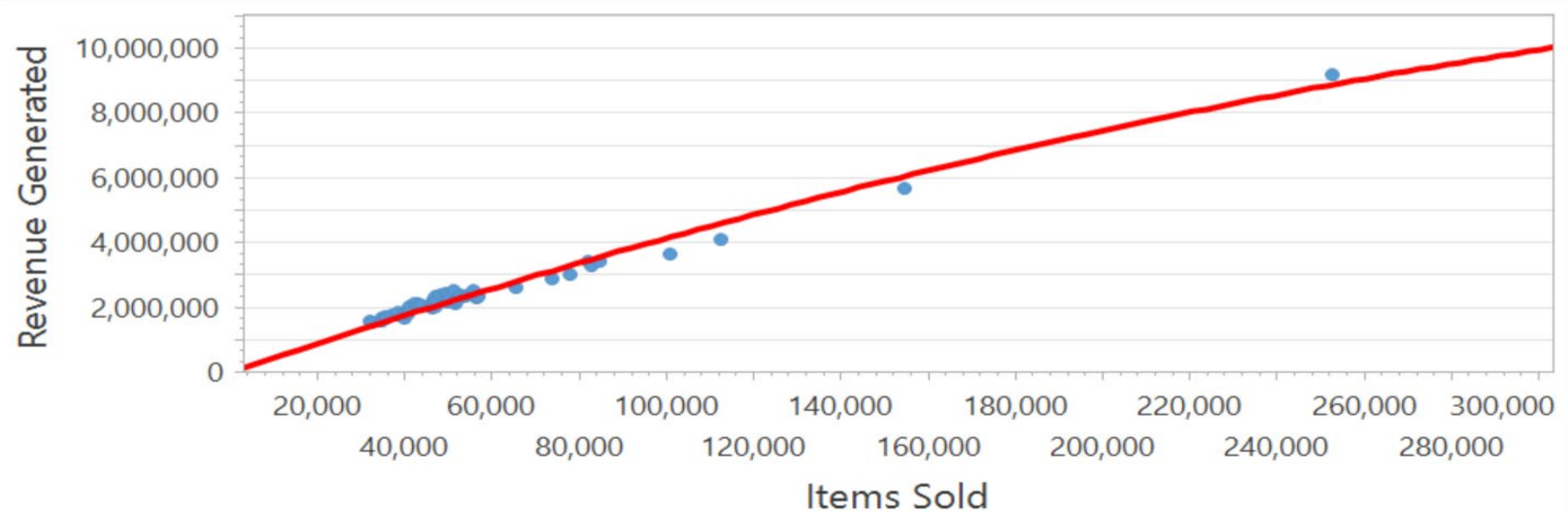
TY: 968,137 LY: 748,783

Current *Act Planned EOP Ret\$:

TY: 51,051,647 LY: 44,782,990

Price Elasticity:

45%



Promotion and Price Change Impacts



Sales and Demand
Forecasting



Price Elasticity
Analysis



Promotion
Analysis



Profit
Optimization



Price Point
Optimization



Product Affinity
Analysis

Merchandise by Hierarchy

Search ...

UNISEX

- UNISEX BLACK
- UNISEX BLUE RUN
- UNISEX EMERGING
- UNISEX HERITAGE
- UNISEX KIDS
- UNISEX MOTION
- **UNISEX MOTORSPORT**
- UNISEX NEW ITEM
- UNISEX O
- UNISEX R

UNISEX MOTORSPORT / UNISEX / FOOTWEAR / Company



Estimate

Promotion Analysis

Current *Act Planned EOP Unit:

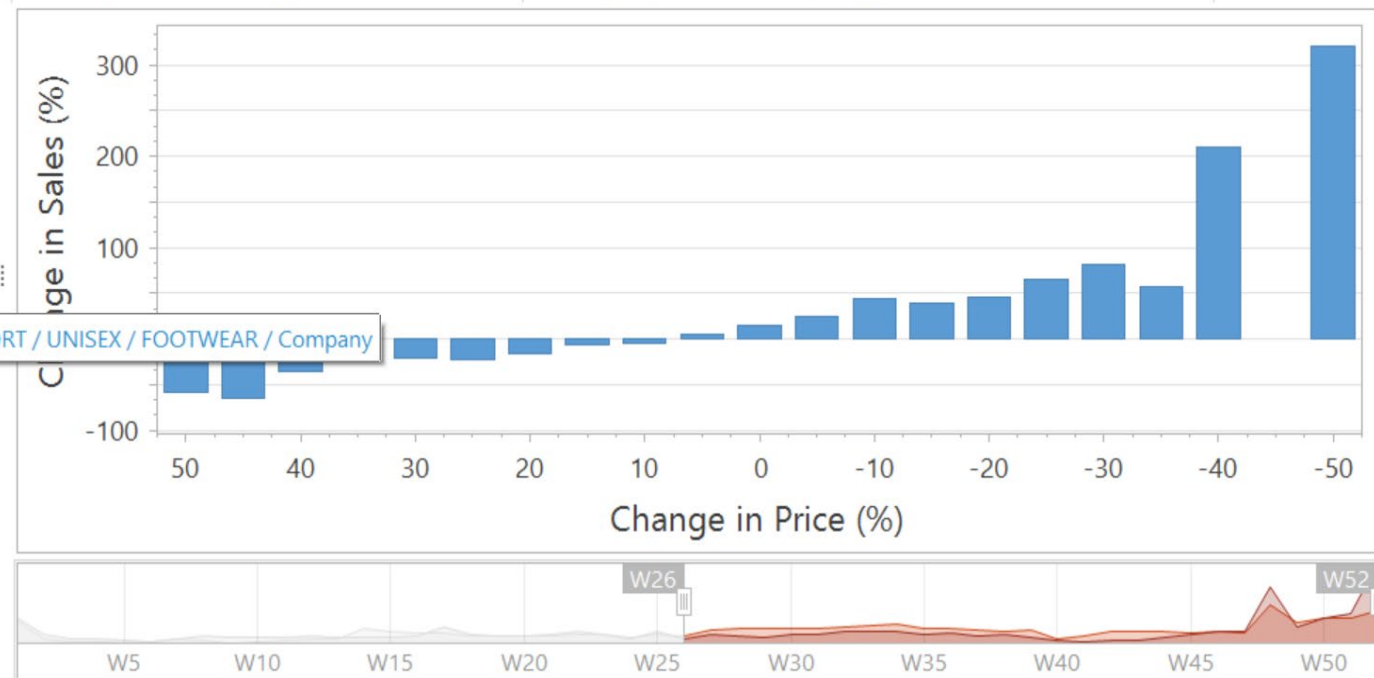
TY: 156,835 LY: 162,623

Current *Act Planned EOP Ret\$:

TY: 10,530,262 LY: 11,163,657

Price:

46.29



Season-sensitive Margin Optimization



Sales and Demand
Forecasting



Price Elasticity
Analysis



Promotion
Analysis



Profit
Optimization



Price Point
Optimization



Product Affinity
Analysis

Merchandise by Hierarchy

Search ...

Sorry, we can't show
you proprietary data!

Profit Optimization

Current *Act Planned EOP Unit:

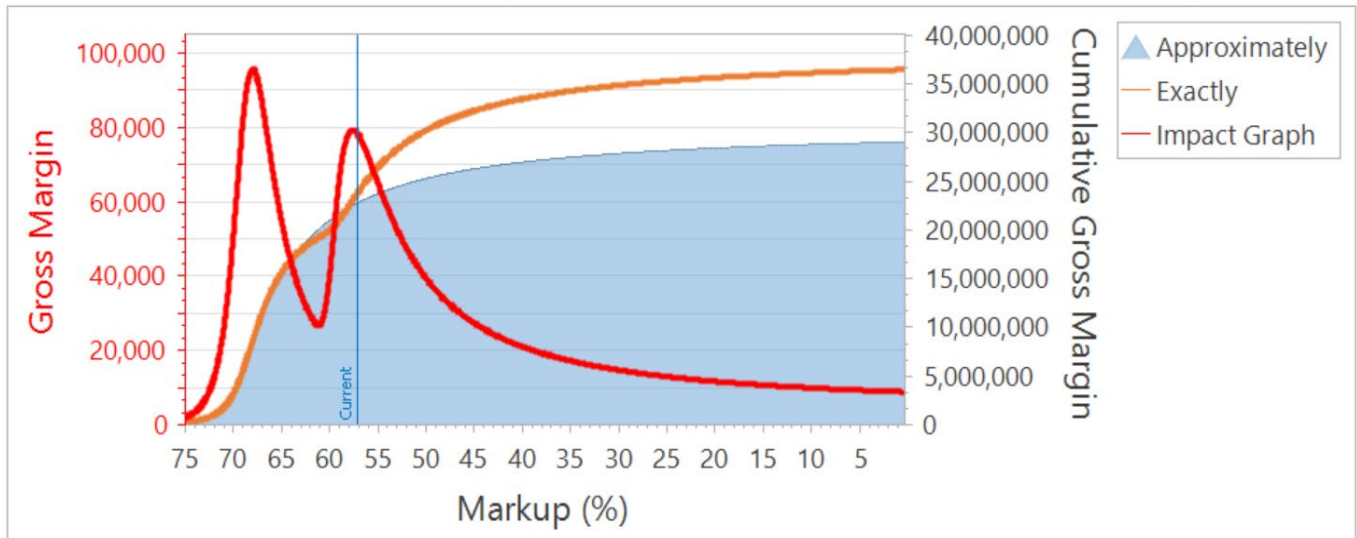
TY: 156,835 LY: 162,623

Current *Act Planned EOP Ret\$:

TY: 10,530,262 LY: 11,163,657

Markup:

57.12%



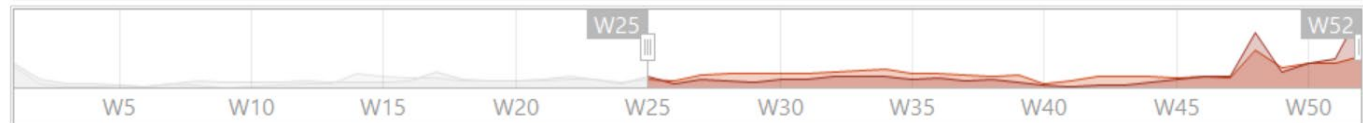
Bar Diagram



Impact Graph



Estimate



Actionable Price Point Optimization



Sales and Demand
Forecasting



Price Elasticity
Analysis



Promotion
Analysis



Profit
Optimization



Price Point
Optimization



Product Affinity
Analysis

Merchandise by Hierarchy

Search ...

Sorry, we can't show
you proprietary data!

Price Point Optimization

Current *Act Planned EOP Unit:

TY: 156,835 LY: 162,623

Current *Act Planned EOP Ret\$:

TY: 10,530,262 LY: 11,163,657

Price:

46.29



Bar Diagram Impact Graph Estimate

Cannibalization and Affinity Analysis



Merchandise by Hierarchy

Search ...

Sorry, we can't show you proprietary data!

Affinities

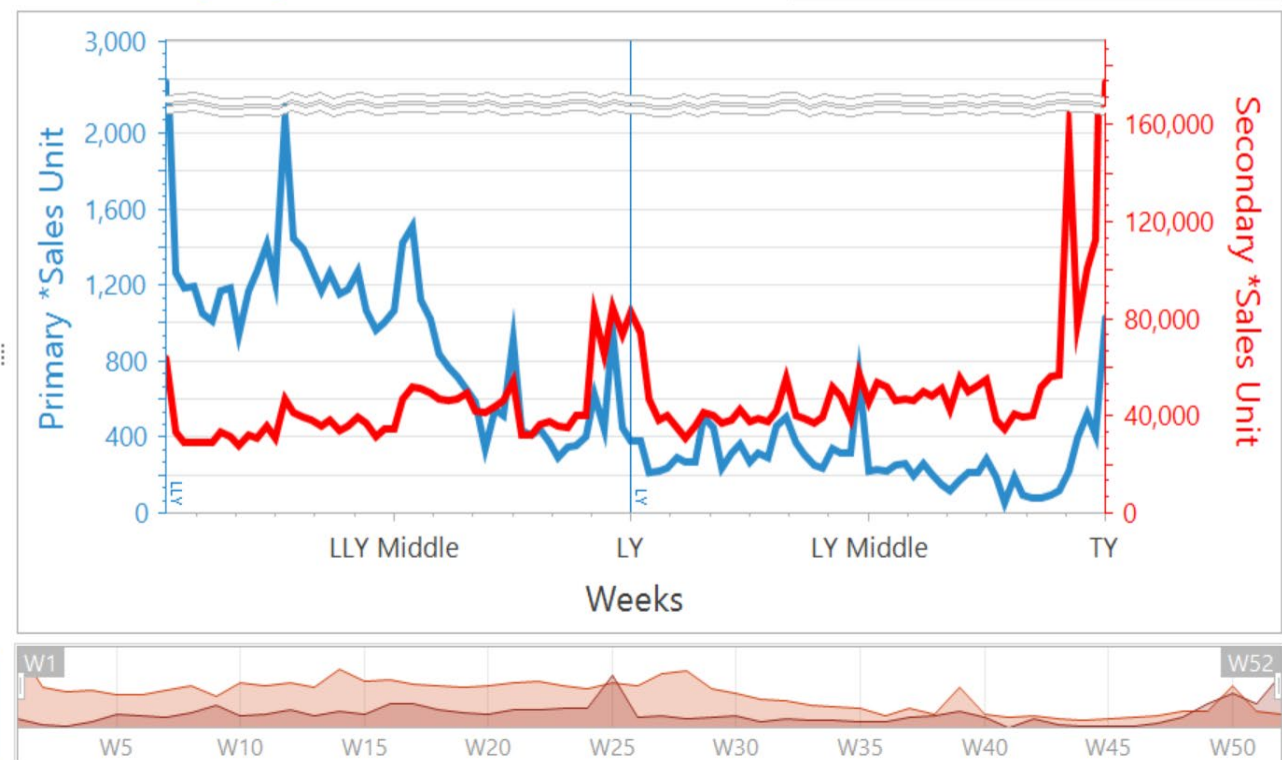
Name	Correlation
	9.00
	4.41
	1.54
	-4.12
	-10.32
	-14.04



Estimate

Product Affinity Analysis

Parameter *Sales Unit



Cannibalization by Store, Market, Channel



Sales and Demand
Forecasting



Price Elasticity
Analysis



Promotion
Analysis



Profit
Optimization



Price Point
Optimization



Product Affinity
Analysis

Merchandise by Stores

Search ...

WOMENS SOCKS

- 1 Location
- 101 Location
- 102 Location
- 104 Location
- 105 Location
- 106 Location

Affinities

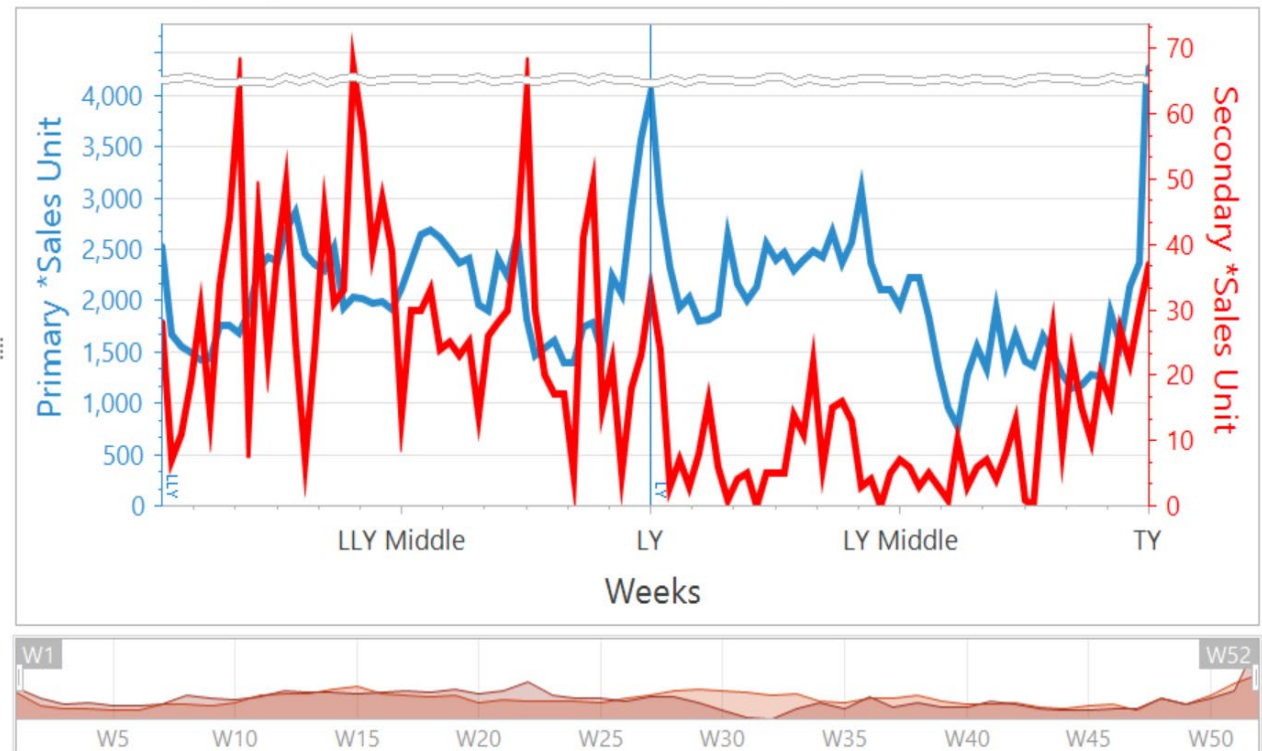
Name	Correlation
• 54 Location	47.41
• 57 Location	45.57
• 4 Location	43.86
• 104 Location	26.34
• 113 Location	18.17
• 88 Location	11.35



Estimate

Product Affinity Analysis

Parameter *Sales Unit



Category Clustering



Sales and Demand
Forecasting



Price Elasticity
Analysis



Promotion
Analysis



Profit
Optimization



Price Point
Optimization



Product Affinity
Analysis

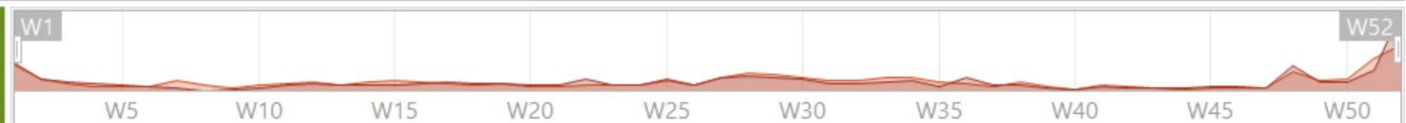
Merchandise by Level

Cross Correlation

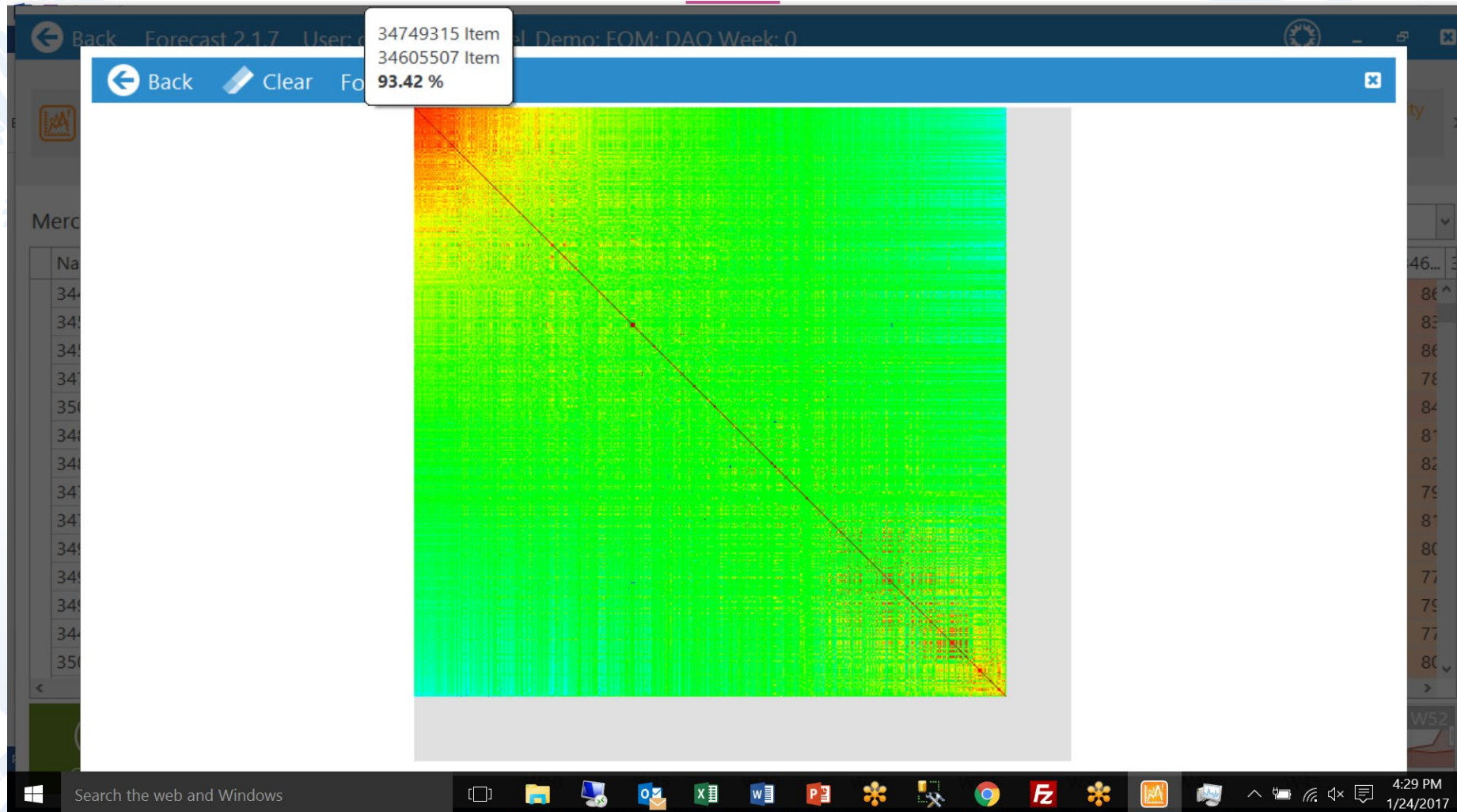
Parameter *Sales Unit

Name	TOT...	UNI...	WO...	UNI...	ME...	WO...	WO...	UNI...	ME...	ME...	UNI...	WO...	ME...	UNI...	UNI...	UNI...	UNI...	UNI...	KID...	UNI...	UNI...	WO
Sorry, we can't show you proprietary data!	100	91	49	42	76	58	27	43	65	52	67	66	65	47	26	30	34	-3	13	52	61	
	91	100	40	50	72	60	38	58	61	51	66	63	61	54	14	20	18	0	6	47	56	
	49	40	100	0	19	17	15	9	12	52	39	32	52	21	13	24	22	-1	20	27	58	
	42	50	0	100	57	73	36	55	44	33	38	47	14	26	-15	-16	-9	-11	-18	27	8	
	76	72	19	57	100	85	13	30	54	28	51	37	28	17	9	6	6	-4	-9	27	44	
	58	60	17	73	85	100	17	38	38	30	45	37	21	10	-18	-4	-7	-3	-5	28	30	
	27	38	15	36	13	17	100	69	61	50	65	59	42	46	-33	-45	-8	8	-8	43	42	
	43	58	9	55	30	38	69	100	62	65	73	67	56	51	-11	-11	-21	2	-5	47	43	
	65	61	12	44	54	38	61	62	100	53	76	73	56	44	2	-11	1	-3	-6	47	50	
	52	51	52	33	28	30	50	65	53	100	77	74	82	49	26	20	-18	1	2	47	58	
	67	66	39	38	51	45	65	73	76	77	100	75	78	54	4	0	-11	3	7	66	77	
	66	63	32	47	37	37	59	67	73	74	75	100	80	60	9	4	-7	2	8	67	43	
	65	61	52	14	28	21	42	56	56	82	78	80	100	52	29	28	-10	1	34	71	66	
	47	54	21	26	17	10	46	51	44	49	54	60	52	100	25	31	11	5	-31	27	17	
	26	14	13	-15	9	-18	-33	-11	2	26	4	9	29	25	100	60	10	-4	-5	-5	-4	

Cluster
As Picture
Export



Collection Formation by Item



Learn More



To find out more about the Buyer's Toolbox™ Solutions Suite, or to request a demo, visit

www.antusa.com

Contact your Account Manager or email us at

sales@antusa.com