



CASE STUDY

CHALLENGE

BECOME RELEVANT TO UPCOMING WINTER SEASON BY EXPANDING PRODUCT CATEGORIES



Overcome limited competitive intelligence to launch a winter collection



Enter the aspirational lifestyle category

The **iNOptimizer** and **iNCompetitor** Solution



MARKET WATCH MODULE

Mapped real time trends from competitor brands and custom built a design trend



PRICING & PROMOTION MODULE

Gathered pricing and discount intelligence and made SKU level adjustments



RECOMMENDATION MODULE

Made Similarity Mapping to recommend styles and depth

Impact



LAUNCHED

1000

WINTER LINE SKUs



ACHIEVED

45%

INCREMENTAL MARGIN