



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