Case Study- Infeed™
Product Lifecycle Prediction
One of the world’s biggest supply chain experts couldn’t guess The Future.
Their challenge?

To be ready to take orders for the next year before they came.
They wanted to see beyond internal data of orders and inventory positions.
What they needed was a bird’s eye view of apparel retail in the US. The Bigger Picture.
This is *where we came in.*
Scope

Predictive Analysis: Quarterly Product Lifecycle

Number of brands monitored: 500+

Geography: US
Solution:

A 6-step Revenue Maximization Framework
Step 1

Launch a product at the right time considering

Complete Product Shelf Life & Season
Step 2

Make the right pricing decisions to maximize sale against a product’s life.
Step 3

Predict when a product can go out-of-stock for a set of attributes.
Step 4

Stock the **right inventory.**
Step 5

Bridge the gap between out-of-stock and in-stock during periods of high demand.
Maximize revenue with the right set of decisions.
Intelligence Node’s API access helped them merge their Business Intelligence with
Market Intelligence.
Product Lifecycle

Day 1
Product introduced at $127

Day 23
On an average, first price drop by 19% - $103

Day 27
Average price of $94 before going out of stock (26% discount)

Day 28
Goes out of stock

Day 33
Partially back in stock at $103

Day 50
Lowest price of $61 (51% discount)

Day 58
Goes out of stock again

Day 97
Last time product re-stocked

Day 122
Product Discontinued
In under a month, we delivered.
Impact

Our API integration currently generates early inventory fulfilment signals for 20 brands.
resulting in 15% reduction of operational cost for our client.
With the ability to predict order frequency & composition, there is an estimated increase of 10% in order size linked to the system.
All this with Intelligence Node’s proprietary database which is
Smarter.
Mightier.
Enriched.
Intuitive.
The potential is as wide as your imagination.