### Neal Analytics Retail IQ

# SKU Max

# Inventory Optimization

Increase Sales and Profitability by Ensuring the Right SKUs are in the Right Place

#### **Identify**

which products are the best fit for each market segment and compare segment portfolios



the top performing SKUs in each segment to the locations where they perform best

#### **Optimize**

operations by cutting cannibal products and replacing them with top performers



Determine the best performing SKUs for each outlet or market



**Increase penetration of the best SKUs in each market** 



**Streamline production with** a lean market basket

SKU Max has helped companies increase their sales by up to

8%

Without analytics it is difficult to determine which of your SKUs are underperforming, especially if you have many products and multiple sales channels. **Neal Analytics can**:

- Identify bottom performing SKUs across your sales channels
- Replace underperforming SKUs with high performers in need of wider distribution
- Manage and improve SKU mix at a more detailed level than is possible with ad hoc analysis



#### Key Customer Challenges

- Analytics teams can only make broad and infrequent changes to SKU portfolios
- Leadership teams seldom have sufficient information to tailor a product mix
- Operations are often inefficient due to excessive production complexity

#### Am I stocking the right SKUs?

We can help you find inefficiencies in your SKU portfolio, revealing the products that are calling for wider distribution and those that are a poor fit for the market.

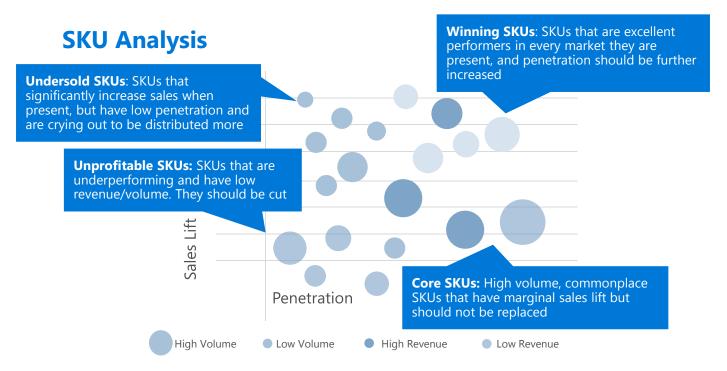
# How can I justify making changes to my product portfolio?

By identifying which SKUs are most successful in each segment, we can help you estimate the financial impact of implementing changes to your SKU mix.

### Are there simple SKU decisions that can increase sales and revenue?

By using machine learning to identify which SKUs are lifting sales, you'll know which SKUs to stock at each location in order to maximize sales and revenue. It's that easy!

#### Proven Results



Contact info@nealanalytics.com to get started!