CASE STUDY
ONLINE FASHION RETAILER

Business Challenge

Building a targeted and efficient assortment expansion strategy to stay competitive, and drive more sales from new and existing customers

Solution Methodology

Identified bestselling products and brands (top 100 ranks) that were unique to 8 competing retailers, thereby identifying high value gaps in assortment

Business Outcome

- Up to 50% increase in rate of new customer acquisition on subsequent assortment expansion activities
- Over 2000 unique products were identified that were bestsellers across the 8 competing retailers' websites
- 246 unique brands were identified that were bestsellers across the 8 competing retailers' websites. These included the likes of Monte Carlo, GAP, Lee Cooper, and Calvin Klein Jeans