Churchill Systems Inc.
Profile Cluster Builder™ v 5.1
Executive Overview

Churchill's Profile Cluster Builder (PCB) is an excellent supporting application for a wide variety of retail planning and forecasting applications. Sound profiles are essential to the foundation of any reliable forecast. Churchill's PCB produces these profiles for any number of retail planning functions, including:

- ▧ **Seasonal Profiling**
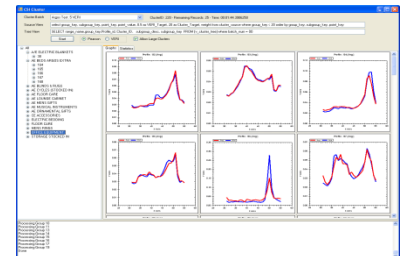- ▧ **Store Clustering**
- ▧ **Assortment Clustering**
- ▧ **Size Profiling**

Product Capabilities:

- Determines appropriate hierarchical groupings of entities (ie: item/store, class/size/store, etc.)
- Identifies similar demand patterns within each grouping and clusters accordingly
- Profiles are then built using the demand patterns that fall within the Cluster Fit Threshold
- Cluster Fit Threshold can be adjusted to individual requirements
- Outliers and anomalies are clustered with higher levels until an appropriate profile is created
- Each entity is then automatically assigned a corresponding profile.
- A compatible file of the profiles and assignments is then imported into the existing retail planning system
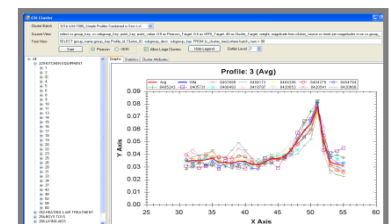
Benefits:

- Set up and running within 90 days
- See improvements to demand forecasts almost immediately
- Multiple iterations of profile/cluster building ensure optimal results
- Allows analysts to focus on exceptions and high margin items
- Minimal IT investment is required

Additional Features:

- Stand-alone application to support any retail inventory planning system
- PCB™ v5.1 is offered as implemented software or as a hosted service
- Designed to process the high volumes of today's Tier 1 retailer
- Highly automated process allows user to focus on exceptions
- Powered by Churchill AI™

To learn more about Churchill's Profile Cluster Builder™v3.8 or any of Churchill's world-class demand forecasting software solutions, e-mail us at sales@churchillsystems.com or call 1 (248) 649-1800 to for a demonstration.

2232 South Main Street, Suite 409
Ann Arbor, MI 48103
(248) 649-1800

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sales@churchillsys.com
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Page 1

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