



HOW M2E ADVISORY GREW THE TOP-LINE BY 10% WHILE IDENTIFYING \$250M IN INVENTORY COST SAVINGS

AT A GLANCE

Challenges

- Limited insights into inventory performance
- Lack of localization data
- Silos between inventory and customer data

Results

- Increase in top-line
- Multi-million dollar savings from inventory stocking changes
- Optimized category management operations

OBJECTIVE

Identify opportunities to reorganize store to unlock cash tied to slower-moving inventory and establish processes to identify in-demand brands that resonate with today's consumer to boost sales and save on inventory costs.

RESULTS

+10%, +\$8M

Increase in top-line revenue - leading to \$8M increase to the business

+\$250M

Identified in inventory savings

-20% SKUs

Optimized underperforming SKUs

CHALLENGE

Senior management sought to alleviate cash tied up in slower-moving inventory, targeting \$200M in inventory savings and asses a decline in YoY comparable sales. There was a pressing need for a transparent process to garner organizational support and determine necessary savings without compromising sales.

SOLUTION

Through a comprehensive inventory management strategy, M2E Advisory integrated item selling data with customer insights to understand various customer cohorts and prioritize items impactful to in-store shoppers. This customer-centric approach ensured the satisfaction of high-spending customers while optimizing inventory. Additionally, the performance of brands, space, and productivity were assessed, with a focus on short and long-term KPI metrics relevant to consumers and brands.

-40% Planograms Versions

Decreased versions through automated localized, customer-centric data opportunities.

Created Automated Dynamic Line Review

Line reviews transitioned from a seasonal to a lead time-based approach. Automation reduced processing time from 7 to 3 months - allowing for +250% category reviews per year.