

Iconic Fashion Retailer, Mavi Achieves %9.6 Revenue Growth with Invent Analytics



Customer

Number of Employees: 4060
 Number of Stores: 439
 Number of Points of Sale: 4500
 Website: mavicompany.com/en

Solutions

Allocation Optimization
 Replenishment Optimization
 Transfer Optimization
 Markdown Optimization
 Assortment Planning Analytics

Key Benefits

- Granularity: Forecasting on a size level
- Product attribute-based forecasts
- Increased Forecast Accuracy: Bias & MAPE
- Scenario Planning: Maximizing Gross Margin or Sell Through



With Invent Analytics, we have achieved remarkable business results. Invent Analytics delivers speed to value, understand our operational constraints, and uniquely tailors their inventory optimization solutions to meet our needs.

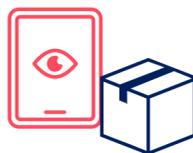


Sinan Sefai,
 Chief Sourcing and Supply Chain Officer

Challenges & Goals



Increasing product availability, gross margin and sell-through



Having flexible allocation management and efficient inventory visibility



Reducing lost sales with better inventory planning and markdown optimization

Key Results

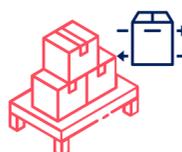
↑ 9,6% Revenue growth

↑ 10,6% Gross margin growth

The Impact



Profit-optimized allocation and replenishment



Proactively rebalanced inventory across locations



Increased availability and reduced lost sales