

Customer Success Story

Optimized Fulfillment For Market Basket Analysis

Challenges

- A leader in novelty gifts production and distribution was struggling to fulfill orders on-time while experiencing a higher amount of split shipments that increased their shipping costs
- Due to a lack of visibility of available products in different warehouses, each warehouse had the wrong combination of SKUs and volumes of products

Solutions

Market Basket Analysis

ConverSight analyzed 24 months of demand to deliver market basket analysis and **identify commonly sold goods by consumer & location**

Real-Time Visibility

Delivered real-time visibility into aging inventory levels of all products for **optimized inventory management**

Proactive Insights

Produced key metrics and proactive insights on inventory for **reduced inventory costs**

Results

Significant improvement in delivery times and reduction in shipment costs.

22% Increase in on-time deliveries

17% Reduction in split shipments

25% Decrease in monthly shipment costs

Benefits

- Visibility into buyer demand and trends to accurately forecast product levels
- Better understanding of consumer purchasing patterns to drive sales and promotion
- Reduced shipments and improved on-time delivery by consolidating products across distributed warehouses