



**MONITORING  
THE ECOMMERCE  
STOCK TO GUIDE  
STRATEGIC  
DECISION MAKING**

**STOREIS.**



**Beauty  
Brand**

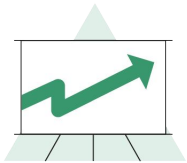
## GOALS



Monitoring stock trends daily



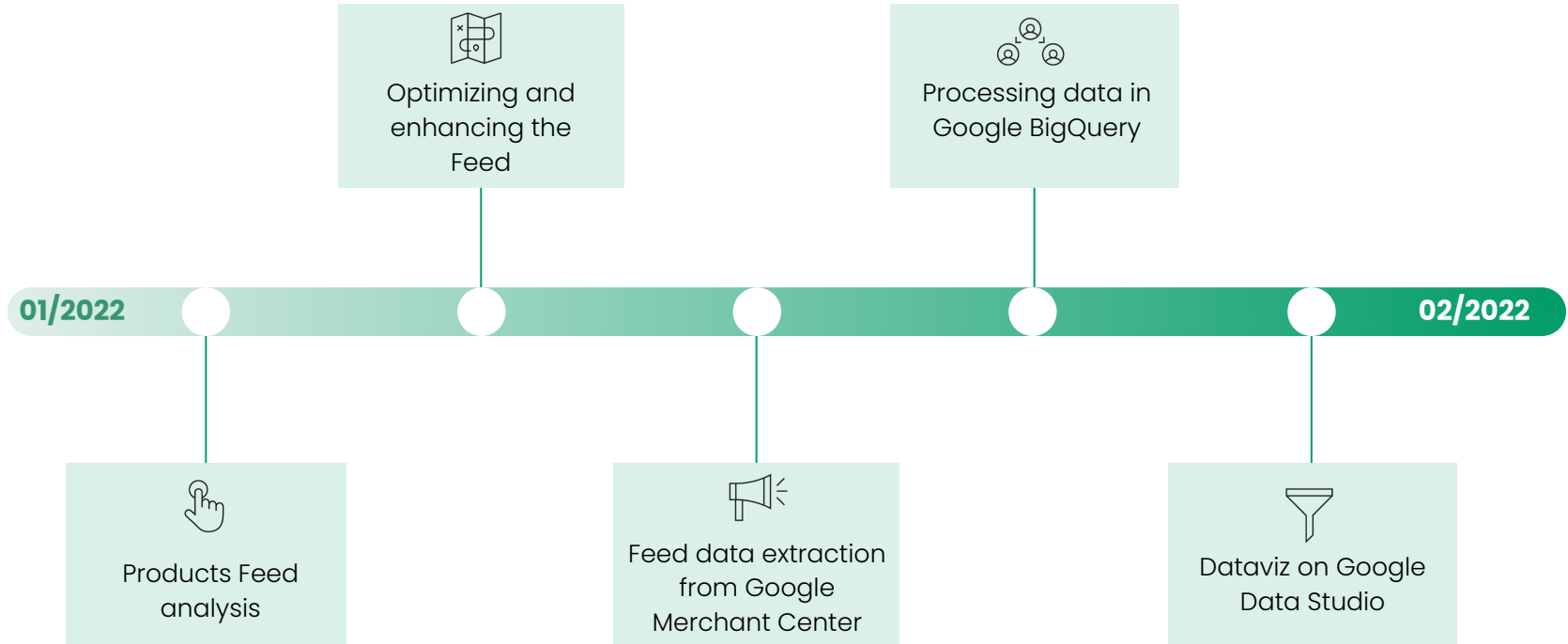
Analyzing price performance and related benchmarks



Taking strategic decisions on digital campaigns, by monitoring the ecommerce stock



# OUR APPROACH



# OVERVIEW STOCK MONITORING

## General overview

### Yesterday Data (vs. previous day)

Avg. Stock per SKU

463

↓ -1.4%

Available SKUs

729

↑ 0.1%

Overall Stock Size

337,596

↓ -1.3%

### Last 7 Days (vs. previous period)

Avg. Daily Stock per SKU

280

↓ -38.0%

Available SKU

1,177

↑ 58.8%

Avg. Daily Stock Size

329,324

↓ -1.6%

## Settings

20 Mar 2022 - 18 Apr 2022

SKU

### ✓ Prod Category 1st level

🔍 Type to search

- Prodotti Corpo
- Novità
- Black Friday
- Outlet
- Borse E Accessori

### ✓ Prod Category 2nd level

🔍 Type to search

- Acquista Per Fragranza
- Novità
- Acquista Per Categoria
- Acquista Per Categoria
- In Evidenza

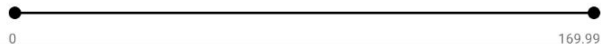
### ✓ Prod Category 3rd level

🔍 Type to search

Product Name

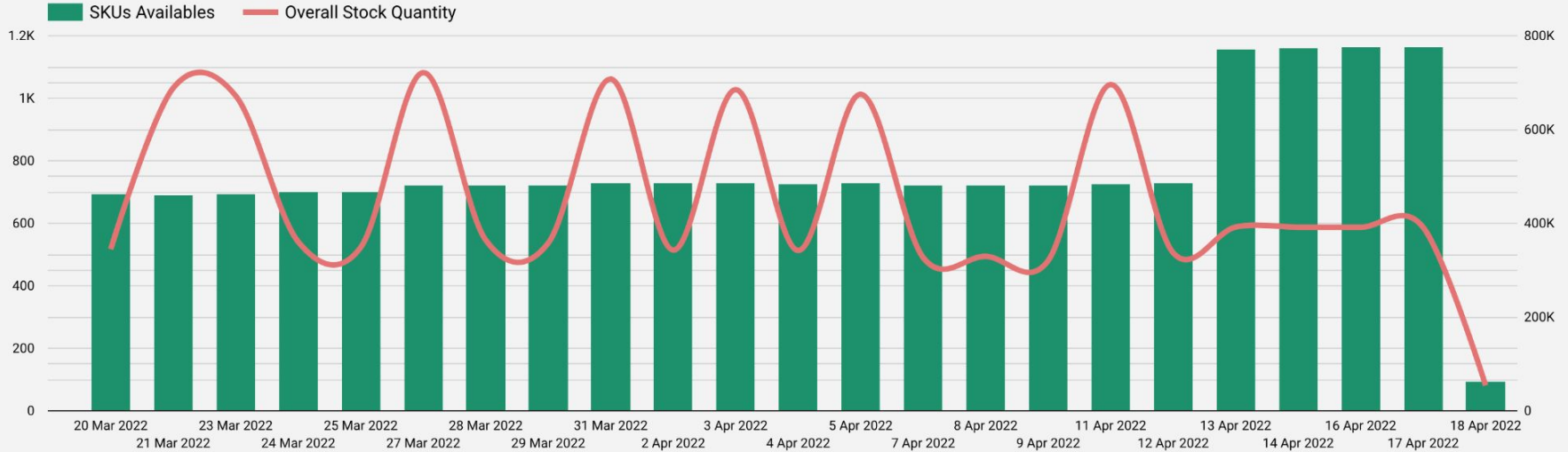
Choose the market: IT (1)

Price



## SKU Management

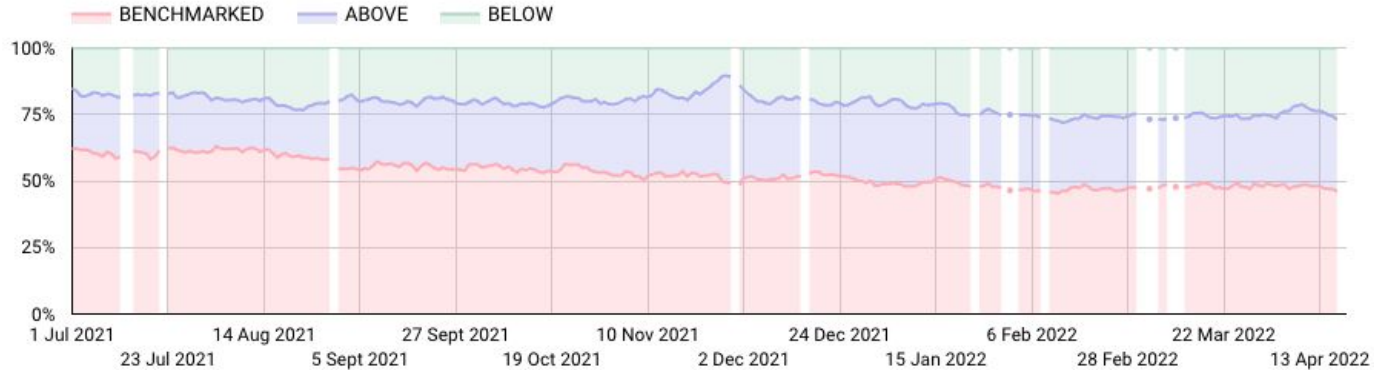
## PRODUCT QUANTITY ON STOCK



## Stock Monitoring

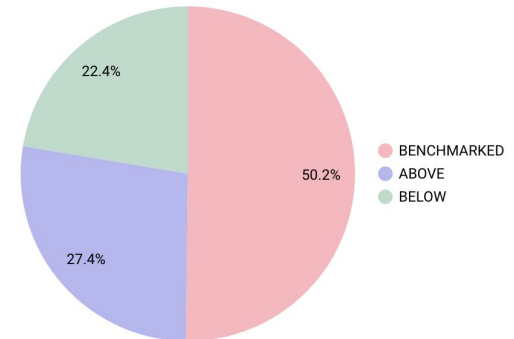
 Market IT ES FR Filter Stock Out of Stock Alert Ok OUT OF STOCK STOCK QUANTITY < 5 STOCK QUANTITY > 5

# OVERVIEW PRICE MONITORING



## Comparing and monitoring product prices based on:

- price aligned with the market benchmark
- above the benchmark
- below the benchmark



## KEY WINS

### GOALS

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- 1 Monitoring stock trends daily
- 2 Analyzing price trends and related benchmarks
- 3 Taking strategic decisions on digital campaigns, by monitoring the ecommerce stock



### RESULTS

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#### **Monitoring out-of-stock**

Creating a monitoring dashboard with alerts on the out-of-stock products

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#### **Monitoring Price Trends**

Creating a monitoring dashboard that tracks the price trends for best-selling products

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#### **+ 10% campaign performance**

Improved performance of digital campaigns

**WANT TO LEARN  
MORE?  
LET'S TALK :)**

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