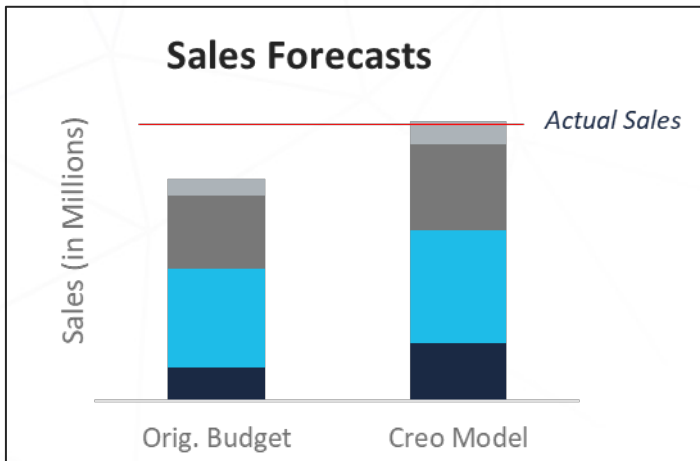


# Improved incentives and sales forecasting to optimize multi-\$MM labor spend at a Fortune 500 retailer

RETAIL

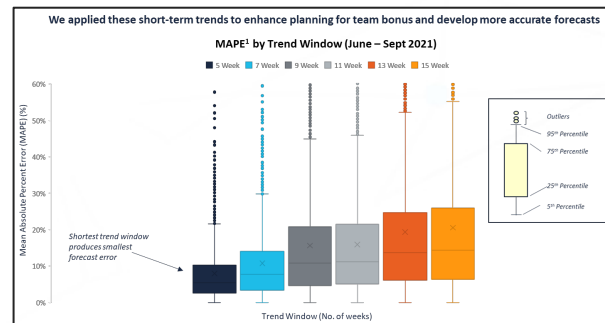
## Situation

- A Fortune 500 retailer was seeking assistance with navigating the COVID-19 pandemic
- There was a great deal of unpredictability in consumer demand and internal planning efforts were sub-optimal



## Actions

- Assessed need and developed a forecast to predict sales and transactions at a store day level
- Utilizing a tailored labor model, developed a recommendation for \$10MM of incremental investment, targeted for optimal ROI
- Broke large investment down into series of smaller decisions, uniquely identified as likely to succeed



## Results

- Highly accurate prediction within 0.3% of actual sales
- Improved forecasting led to better planning and allocation of resources. Led to higher sales and lower cost/sales
- Accurate plan improved effectiveness

