

# 30% Inventory Management Improvement by Unraveling Bundle Complexity



Greater Than provides the world's first All-Natural Coconut Water based sports drink.

US · <https://drinkgt.com/>

## The Problem

Product bundles complicate unit economics analysis and inventory management as bundled products obscure individual SKU data.

- **Inflated Sales Data:** Misrepresentation of gross sales and units sold by 10-15%
- **Inventory Inefficiencies:** Poor demand forecasting results in a 15-20% increase in inventory holding costs due to overstocking or emergency restocking

## The Solution

Saras Analytics addressed Greater Than's challenge by developing custom data transformation codes. These codes effectively unbundled bundle orders, allowing SKU-level sales reporting.

The process involved excluding line items with zero revenue and segregating bundled items.

This enabled Greater Than to generate accurate, SKU-level customized sales reports, significantly improving their sales analytics and inventory management.

## The Result

This unbundling process led Greater Than to experience a **30% improvement in inventory management** resulting in accurate demand forecasting, reduced overstocking, and stock-outs.

They also saved **20% of time spent by automating SKU-level reporting**. Revenue allocation per SKU became more precise, aiding in better financial planning and decision-making.



**“Thanks to Saras Analytics, we at Greater Than can now focus on what we do best. By unbundling our orders, we gained clear insights into individual SKU performance and transformed our sales reporting. This data has been a game changer for our financial and operational planning.”**

*Mark Sider, Co-Founder, Greater Than*

## 30%

Improvement in Inventory Management

## 20%

Reduction in Time Spent on Reporting

## Engaged Saras Ecosystem

Daton + Consulting



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