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40% Reduction in Inventory Costs: Saras Tackles OOS and Overstock for eCommerce Excellence

Industry: Health and Nutrition, eCommerce
Target Persona: CEO, COO
Brand Size: $25M+

The Problem

Brands frequently grapple with the dual challenges of overstock and out-of-stock (OOS) situations, which significantly impact revenue and customer satisfaction.

The brand needed a reliable inventory management system, reducing both OOS scenarios and overstock issues, thereby aligning inventory with fluctuating market demands for them.

The Solution

Saras Analytics implemented a bespoke solution by harmonizing data from:

- **Shopify Data:** Analysis of customer purchase trends and product popularity.
- **On-hand Inventory Data (NetSuite, CIN7):** Real-time inventory status to avoid overstocking and OOS.
- **Google Sheets for Inventory and Budgets**: Monitoring and planning for upcoming inventory needs.

This comprehensive data blending approach culminated in an efficient inventory management dashboard, offering insights for precise SKU-level forecasting, strategic reorder planning, and safety stock optimization.

The Result

The brand observed a significant inventory cost reduction and efficiency gains. They achieved a 40% decrease in inventory-related costs.

The streamlined inventory processes led to better allocation of resources and reduction in waste. Furthermore, the mitigated OOS and overstocking improved customer satisfaction.

> "As a COO, steering through overstock and out-of-stock scenarios has been a perennial challenge. With Saras Analytics, we've not only reduced inventory costs by 40% but also harnessed advanced analytics to intelligently predict and manage these complexities, ensuring optimal stock levels!"

COO, H&W Brand

40%

Reduction in Inventory Costs

Data Sources
Shopify, Google Sheets, NetSuite, CIN7

Engaged Saras Ecosystem
Daton + Consulting

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