



# A southern department store reduces operational costs by 60% with AttributeSmart

## OPPORTUNITY

With a growing digital presence, this Southern department store was managing 350k+ products added per year, 50+attributes and 500+tags to maintain. This expanding product portfolio made them realize the need for standardized data attributes, improved data quality and better governance structure.

Their yearly addition of 2+Mn products with ~350K active products took 20 mins per product leading to 550 man hours per week with their current manual process. This volume also led to incorrect attribute data and inconsistent metadata for clean catalogs which made them recognize the need to standardize product attributes across multiple brands

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AttributeSmart will help any organization overcome the obstacles in maintaining and managing good quality product attribute data sets. Robust attribution will drive productivity through advanced analytics and optimizations such as Assortment Planning. This web-based tool will provide an easy, centralized way to manage this process that typically is a struggle

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## ACTION

They achieved rich and standardized product metadata of 50+ Attribute types and 500 + attribute values by implementing AttributeSmart. Through automated tagging, they realized a quicker time to market and faster product onboarding. By enabling annotation, back-tagging of historical products and review of tags in the least amount of time possible with utmost accuracy, they saw significant savings in productivity of their teams.

## OUTCOME

By generating a wide set of attributes and values, AttributeSmart not only helped cut down the review time, but also became the singular source of truth into inventory for the company

~60%

reduced operational costs

~70%

increase in productivity

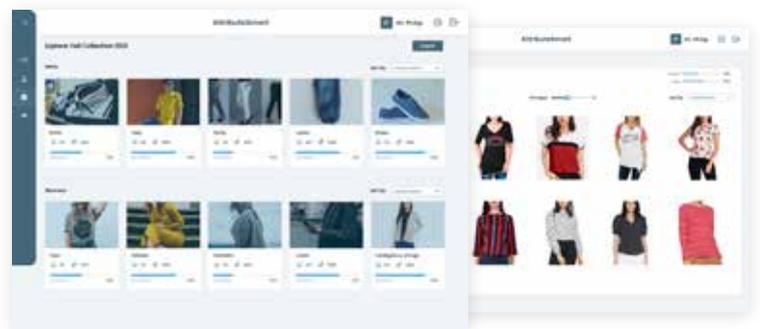
90%+

accuracy across multiple categories

## WHAT'S NEXT?

Help leverage the attributes by merchandising and e-commerce teams.

- Merchandising - Localized assortments with better product mix
- Improve product discovery and navigation on the website
- Improve conversions and AOV on e-commerce through SEO ready tags and rich catalog data



## About Impact Analytics

Impact Analytics is a fast-growing, AI-powered software solutions company. A leading provider of planning, merchandising and forecasting tools for the retail, CPG and grocery sectors. Its suite of products for Assortment Planning, Allocation Optimization, Markdown Optimization and Promotion Planning is empowering leading retailers to make smart data-based decisions and transform their businesses and achieve substantial business benefits. To learn more, visit [www.impactanalytics.co](http://www.impactanalytics.co)