IMPACT ANALYTICS

▶ ▶ ▶ ▶

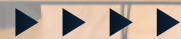# IN CASE YOU MISSED IT!

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From an avalanche of awards to excellent content (nearly all ungated) and the latest Impact Analytics™ product news, here's the content you, our Impact Analytics community, chose to engage with most in the first half of 2023. Enjoy!

IMPACT ANALYTICS

▶ ▶ ▶ ▶

CASE STUDIES & INSIGHTS

▶ ▶ ▶ ▶

CASE STUDY

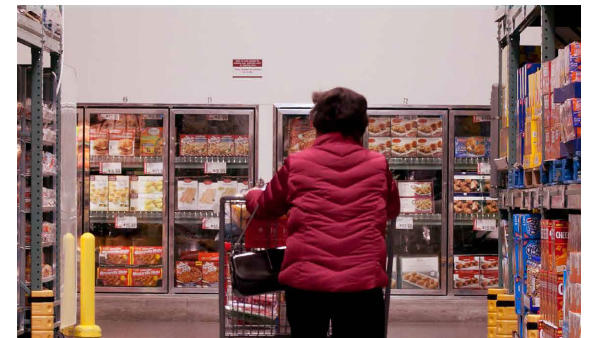Global, multibrand luxury lifestyle house cuts lost sales 50% with InventorySmart

READ NOW >

CASE STUDY

A leading kids apparel retailer improves planning efficiency 50% with PriceSmart

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CASE STUDY

BJ's Wholesale Club boosts revenues $19M by optimizing pricing with PriceSmart

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INSIGHTS

Biweekly analysis of promotions by U.S. fashion retailers and brands

EXPLORE NOW >

INSIGHTS

Biweekly Analysis of U.S. Grocery Prices

EXPLORE NOW >

INSIGHTS

Biweekly analysis of U.S. athleisure and footwear pricing and promotions

EXPLORE NOW >

IMPACT ANALYTICS

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ARTICLES & GUIDES & MORE

▶ ▶ ▶ ▶

ARTICLE

IA CEO Prashant Agrawal Contributes to "2023 Tech Predictions" Article (Chain Store Age)

READ NOW >

ARTICLE

CTO Tamal Dutta Chowdhury, Ph.D., Explores Generative AI "Noise" (LinkedIn)

READ NOW >

ARTICLE

Prashant Agrawal Discusses Retail Grocery's Technical Challenges (Griffin Report)

READ NOW >
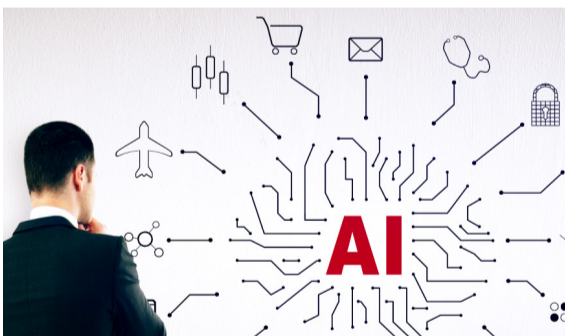
ARTICLE

Prashant Agrawal and John Moynihan Describe AI's Role in Retail (Mass Market Retailers)

EXPLORE NOW >

PODCAST

Prashant Agrawal on: Grocery is Hard; AI and ChatGPT Can Help (Supermarket News)

WATCH NOW >

REPORT (GATED)

CEO Prashant Agrawal is Featured in Digital First Report 2023 (Sourcing Journal)

DOWNLOAD NOW >

REPORT (GATED)

Impact Analytics Featured in 2023 CPG Inflation and Consumer Strategy Report (Coresight)
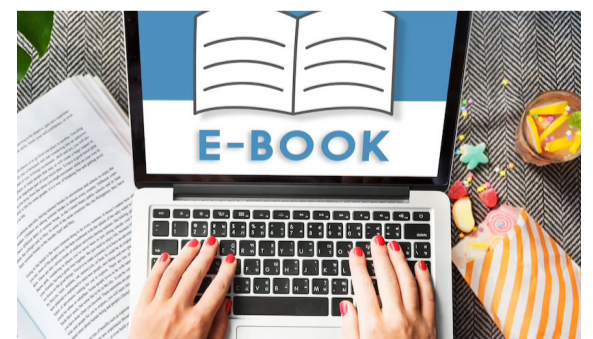
DOWNLOAD NOW >

GUIDE (GATED)

Impact Analytics PlanSmart™ Featured in Retail Merchandise Financial Planning Guide (Gartner)

DOWNLOAD NOW >

E-BOOK (GATED)

Retail Demand Forecasting in 2023 and Beyond

DOWNLOAD NOW >

IMPACT ANALYTICS

CASE STUDIES & INSIGHTS   ARTICLES & GUIDES & MORE   AWARDS & RECOGNITIONS   BLOGS   PRODUCT UPDATES

▶ ▶ ▶ ▶

AWARDS & RECOGNITIONS

▶ ▶ ▶ ▶

RECOGNITION

Fortune Magazine Ranks IA in the Top 100 Most Innovative Companies in America

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RECOGNITION

The Financial Times Ranks IA in Top 100 U.S. Fastest Growing Companies—Fourth Time!

READ NOW >

RECOGNITION

Tracxn Technologies Names IA a Top Emerging Computer Vision Startup

READ NOW >

RECOGNITION

Zoominfo Awards Ranks IA's Own Jeff Gadowski in Top 100 Most Influential U.S. Sales Pros

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AWARD

Retailtech Awards IA Overall Retailtech Analytics Solution Provider of the Year

READ NOW >

AWARD

Vendors in Partnership (VIP) Awards IA Best Business Intelligence and Analytics Platform

READ NOW >

AWARD FINALIST

Ernst & Young Names Prashant Agrawal an Entrepreneur of the Year Finalist
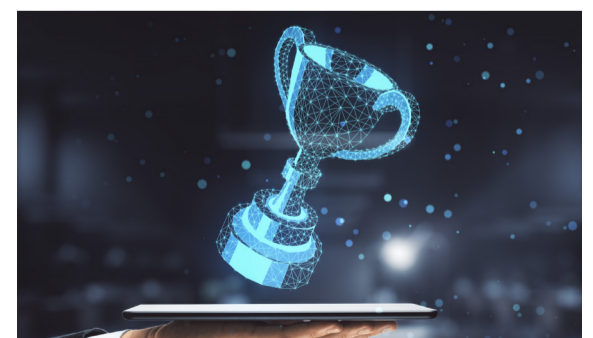
DOWNLOAD NOW >

AWARD FINALIST

Moxie Names IA a Moxie "Celebrating Boldness in Business" Award Finalist

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AWARDED

We Honor Our Customers' and Partners' Achievements with First-Ever Impact Innovation Awards

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IMPACT ANALYTICS

CASE STUDIES & INSIGHTS   ARTICLES & GUIDES & MORE   AWARDS & RECOGNITIONS   BLOGS   PRODUCT UPDATES

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BLOGS

▶ ▶ ▶ ▶

BLOG

How AI-Driven Retail Demand Forecasting Turns Funky Weather into Your Friend

READ NOW >

BLOG

ChatGPT Takes Retail by Storm—and That's (Mostly) a Good Thing

READ NOW >

BLOG

Are You Driving Retail Demand Forecasting? Better Grab the Keys in This E-Book!

READ NOW >

BLOG

Retail Demand Forecasting: Take Advantage of China's Travel Rebound to the US

READ NOW >

BLOG

Retail Price Optimization: 5 Steps to Promoting Profitability through Markdowns

READ NOW >

BLOG

5-Part Series on SaaS Merchandising's Rewards and Challenges

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BLOG

How Improved Forecasting and Planning Drives Meaningful Environmental Sustainability

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BLOG

A Recap of International Women's Week 2023: Reflecting on Progress and Looking to the Future at Impact Analytics

READ NOW >

BLOG

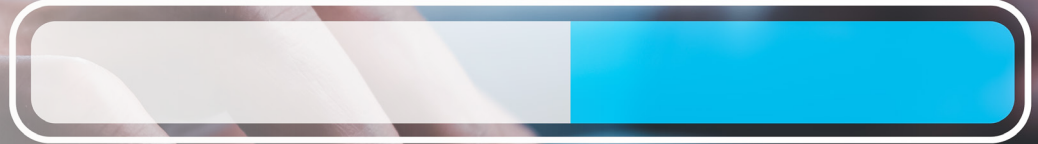5 Things to Keep in Mind While Designing a Robust Merchandising Financial Plan

READ NOW >

▶ ▶ ▶ ▶
PRODUCT UPDATES
▶ ▶ ▶ ▶

UPDATE.....

Here are some of the key enhancements we've made to Impact Analytics SmartPlatform™ products in the first half of 2023. At Impact Analytics, we never stop innovating.

Impact Analytics PriceSmart

- Preseason price planning module integrates with in-season recommendations, enabling pricing and promotions planning even during assortment planning.
- E-commerce pricing now supports rules-based product tiering and tier-level pricing decisions.
- Strategy workbench now offers a single cockpit for planning the next pricing action.
- New offer types, including bundled offers and multiple deals, now supported.
- Unified pricing-marketing calendar provides a holistic view including previous actions and future plans.
- New notifications drive specific user actions.
- Editable workflow mirrors the user organization's activities.
- Editable decision dashboard mirrors and monitors the user organization's lifecycles.

Impact Analytics PlanSmart

- Enhanced workspace view provides flexibility for organizing plan data by KPI/data version.
- Extended reconciliation enables single KPIs from other data/plan versions to be applied to the current plan.
- Enhanced performance for faster plan optimization.

Impact Analytics AssortSmart

- Multilevel optimization algorithm for Merchandise Financial Plan receipts enables users to distribute receipt plans from the second to third level of their merchandise hierarchy, and then optimize receipts from the third to fourth level to drive strategic assortment strategies.
- Clustering is now separately available with any Impact Analytics product (PlanSmart, InventorySmart, PriceSmart, etc.)
- Additional combined drop-and-flow planning enables easy collections planning as well as flow backs and special buys.
- Assortment rollups within a master plan provide a holistic view for understanding assortments across departments, categories, brands, and more.

Impact Analytics InventorySmart

- Enhanced supersession logic supports various use cases including many-to-one relationships and priority order of distributions within superseded relationships.
- New order approval workflow supports single or multistep approval processes.
- Order optimization may now be based on Open to Buy.
- Auto-allocation performance improved (up to 3X) with support for concurrent users.
- Additional reports available to monitor allocation effectiveness at any hierarchy level.

We're featured in:

FORTUNE

FT FINANCIAL TIMES

Inc. 5000
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PRIVATE COMPANIES

Gartner.

Forbes

500
Technology Fast
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