



**IMPACT**  
ANALYTICS

THE **IMPACT** NEWSLETTER  
Third Quarter 2023

AWARDS & RECOGNITION

BLOGS

INDUSTRY ANALYSES

PRODUCT UPDATES



## IN CASE YOU MISSED IT!



From awards to blogs to reports to the latest Impact Analytics™ product news, here's the content you, our Impact Analytics community, chose to engage with most in the third quarter of 2023. Enjoy!



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**AWARDS & RECOGNITIONS**




**AIM**  
**TOP 20 CEOs**  
of Data Science Service Providers 2023



**Prashant Agrawal**  
Founder & Chief Executive Officer  
Impact Analytics

**RECOGNITION**

CEO Prashant Agrawal: Top 20 CEOs of Boutique Data Science Service Providers

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**GARTNER RECOGNITION (GATED)**

IA Featured in Two Categories in 2023 Hype Cycle Report for Retail Technologies (Gartner)

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**Winner of a 2023**  
**Women In Supply Chain Award**



**Melanie Casinelli**  
Chief Customer Success Officer

**AWARD**

Chief Customer Success Officer Melanie Casinelli: Women in Supply Chain Award Winner

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**RECOGNITION (GATED)**

IA Featured in 2023 Retail-Tech Landscape Retail Analytics Report (Coresight)

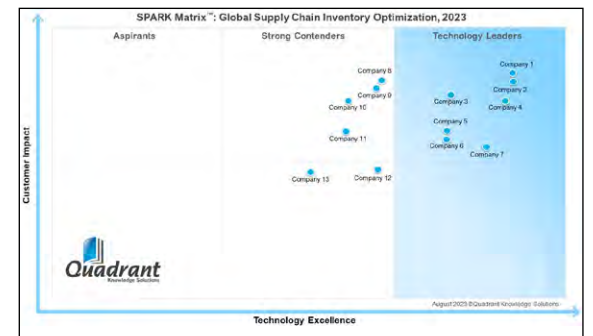
[READ INTRODUCTION](#)



**RECOGNITION**

IA Ranked an America's Fastest Growing Company—Six Years in a Row! (Inc. Magazine)

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**RECOGNITION (GATED)**

IA Featured in Global Supply Chain Inventory Optimization Report (SPARK Matrix)

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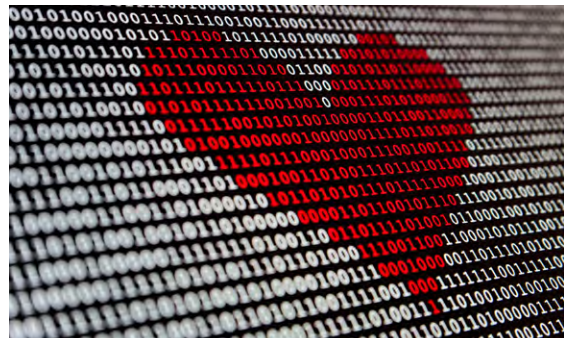
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**BLOGS**  
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[BLOG](#)

Retail Assortment, Inventory, Pricing Planning for Halloween: Tradition!

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5 Ways You Will Boost Profits with AI-Driven Retail Assortment Planning

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[BLOG](#)

Improve Retail Assortment Planning with Size Curves-Based Demand Forecasting

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[BLOG](#)

When Did Physical Stores Become the New Retail Marketing Media Channel?

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Markdown Optimization Part 1: How to Succeed if You're Not Using Pricing Software

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Markdown Optimization Part 2: How to Succeed if You're Not Using Pricing Software

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Markdown Optimization Part 3: How to Succeed if You're Not Using Pricing Software

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How Does AI-Powered Retail Planning Empower You to Work from Anywhere?

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[BLOG](#)

How Do You Know if Your Retail Pricing Strategy Has a Shaky Foundation?

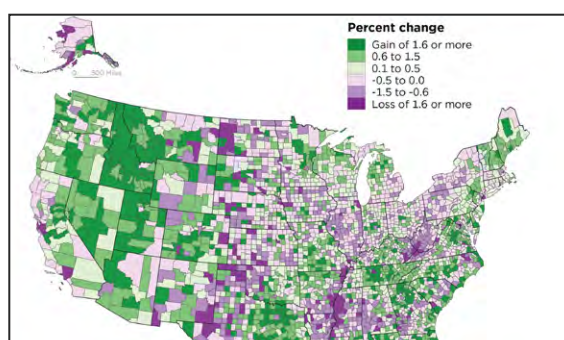
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Promotional Pricing Works—But Only if You Nail the Basics. Here's How!

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[BLOG](#)

How You'll Use AI-Based Demand Forecasting to Deal with Changing Demographics

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[BLOG](#)

How AI-Powered Demand Forecasting Helps Win the Fight Against Food Waste

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AWARDS & RECOGNITION

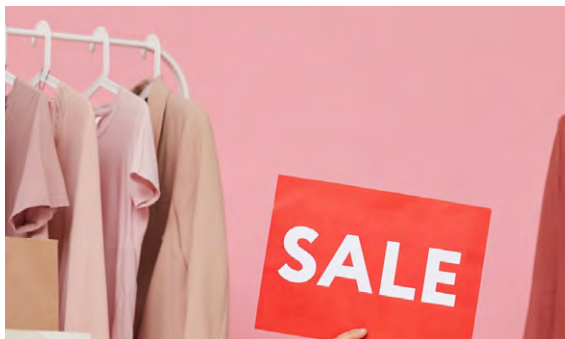
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**INDUSTRY ANALYSES**

Bi-weekly Analysis of Promotions by U.S. Apparel and Fashion Brands

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**INDUSTRY ANALYSES**

Weekly Tracking of Price Movements of Key Grocery Items in the U.S.

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**INDUSTRY ANALYSES**

Ongoing Analysis of U.S. Pricing and Promotions in Athleisure, Footwear, and More

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**INDUSTRY ANALYSES**

Analysis of How Amazon Prime Day Shapes 2023 Holiday Shopping Season

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## PRODUCT UPDATES



Here are just some of the enhancements we've made to key Impact Analytics SmartSuite™ products in the third quarter of 2023. At Impact Analytics, we never stop innovating.

### **Impact Analytics SmartSuite Platform: Business Intelligence**

- [Impact Analytics MondaySmart](#): The text-to-SQL chatbot incorporates GenAI
- [Impact Analytics AttributeSmart](#): Description generation and translation incorporates GenAI models

### **Impact Analytics PlanSmart**

- Enhanced plan seeding operations
- Streamlined the planning screen user interface

### **Impact Analytics AssortSmart**

- Enabled clustering based on multiple periods with the ability to weight each period differently
- Enabled performance/attribute-only clustering
- Added more clustering algorithms including FAISS and DBSCAN
- Enabled copying of multiple attributes from existing products into newly planned products

### **Impact Analytics InventorySmart**

- Enabled advanced support for reconciling merchandise financial planning with the Impact Analytics forecast
- Refined supersession capabilities to include improved omnichannel intelligence
- Improved usability filter retention, conditional formatting, and other areas

### **Impact Analytics PriceSmart**

- Introduced replacement Style/SKU forecasting for business scenarios such as multiple sourcing
- Added risk metric: A week-over-week event tracker (product launches, local activities, etc.) to quantify missed opportunities or inventory risks
- Added store transfer analysis: Demand forecasting analyzes the benefits of store transfers or price recommendations
- Enhanced the user experience and workflow across main screens
- Enabled Super User-led user management and access control

**We're featured in:**



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