



**IMPACT**  
ANALYTICS

# THE **IMPACT** NEWSLETTER 2023 Roundup

ANALYST RECOGNITION

ARTICLES

AWARDS & HONORS

CASE STUDIES + BLOGS

INDUSTRY ANALYSES

PRODUCT UPDATES



## IN CASE YOU MISSED IT!



You'll be forgiven for not keeping up with all our activities this year. We're a high-tech startup in the AI space so we're moving fast—of course!—but this past year was borderline frenetic. So as not to overwhelm you, we've boiled down our 2023 content and coverage to just these cherry-picked highlights. Enjoy!



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**ANALYST RECOGNITION**  
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**REPORT**

Sourcing Journal's Digital First Report: CEO Prashant Agrawal

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**GUIDE**

Gartner's Retail Merchandise Financial Planning Guide: Impact Analytics PlanSmart™

[READ INTRODUCTION >](#)



**REPORT**

Gartner's Hype Cycle Report for Retail x Technologies: Impact Analytics (Twice!)

[READ INTRODUCTION >](#)



**REPORT**

Coresight Research's CPG Inflation and Consumer Strategy Report: Impact Analytics

[READ INTRODUCTION >](#)



**REPORT**

Coresight Research's Retail-Tech Landscape Retail Analytics Report: Impact Analytics

[READ INTRODUCTION >](#)



**REPORT**

SPARK Matrix's Global Supply Chain Inventory Optimization Report: Impact Analytics

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**ARTICLES BY OR ABOUT  
IMPACT ANALYTICS**



ARTICLE

Weight Loss Drugs Set to Disrupt Fashion Retail Industry, New Study Reveals (WWD)

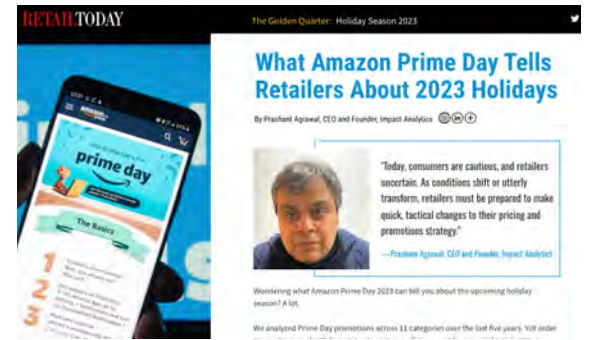
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ARTICLE

Food Retailing Gets a Tech Boost Heading into the Holiday Season (Food Logistics)

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ARTICLE

What Amazon Prime Day Tells Retailers About 2023 Holidays (Retail Today)

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ARTICLE

Breaking Down the Digital Supply Chain (Food Logistics)

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PODCAST

Tech Predictions for 2024 (Chain Store Age)

[WATCH NOW >](#)



PODCAST

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

[WATCH NOW >](#)

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**AWARDS & HONORS & MORE**  
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**HONOR**

Fortune Magazine Ranks Us in Top 100 of "America's Most Innovative Companies"

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**HONOR**

300+ Global Retailers Voted Us World's #1 "Targeted Solution Vendor" for The RIS Software LeaderBoard

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**HONOR**

The Financial Times Ranks Us in Top of 100 of "America's Fastest Growing Companies" (4th Time!)

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**AWARD**

"Best Business Intelligence and Analytics Platform" in the U.S. and Europe (Vendors in Partnership—VIP)

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**AWARD**

"Overall Analytics Solution Provider of the Year" (Retailtech)

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**HONOR**

"Women in Supply Chain Award" to Chief Customer Success Officer Melanie Casinelli (Food Logistics)

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**HONOR**

Zoominfo Ranks CRO Jeff Gadawski in Top of 100 "Most Influential U.S. Sales Pros"

[COMPLETE LIST >](#)



**HONOR**

AIM Research Ranks Prashant Agrawal in Top 20 of "Data Science Services Providers CEOs"

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**PARTNERSHIP**

Google Cloud Onboards Us as a Supply Chain ISV Partner and We Agree to Share GenAI Technologies

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# CASE STUDIES & BLOGS

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**CASE STUDY**

Global, Multibrand Luxury Lifestyle House Cuts Lost Sales 50% with Impact Analytics InventorySmart™

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**CASE STUDY**

Kid's Apparel Retailer Improves Pricing and Promotions Efficiency 50% with Impact Analytics PriceSmart™

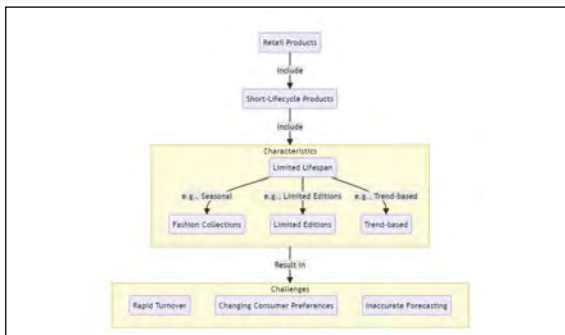
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**CASE STUDY**

BJ's Wholesale Club Adds \$19M in Revenue by Optimizing Pricing Decisions with Impact Analytics PriceSmart™

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**BLOG**

5-Part Series on AI Retail Demand Forecasting Technologies

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**BLOG**

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

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**BLOG**

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

[READ NOW >](#)



**BLOG**

Improved Forecasting and Planning Drives Meaningful Environmental Sustainability

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**BLOG**

3-Part Series on Markdown Optimization

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**BLOG**

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

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**OUR ANALYSES**  
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**WHITE PAPER: SIZE CURVES**

Retailers Size Curves Are Broken and They Could Get a Lot Worse Soon (GLP-1 Drugs)

[DOWNLOAD NOW >](#)



**ANALYSES: BLACK FRIDAY**

Black Friday Promotion Analyses: Are Retailers Still Going All In?

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**ANALYSES: AMAZON BIG DEALS**

Analysis: Amazon Prime "Big Deal Days" October 2023 Promotions

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**ANALYSES: FASHION PROMOS**

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

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**ANALYSES: GROCERY PRICES**

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

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**ANALYSES: ATHLEISURE PRICES**

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

[EXPLORE NOW >](#)



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## PRODUCT UPDATES

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Here are just some of the enhancements we've made to key Impact Analytics SmartSuite™ products in 2024. 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.
- Replacement Style/SKU forecasting supports business scenarios such as multiple sourcing.
- New risk metric tracks week-over-week events (product launches, local activities, etc.) to quantify missed opportunities or inventory risks.
- Store transfer analysis uses demand forecasting to analyze the benefits of store transfers or price recommendations.
- User experience and workflow across main screens has been enhanced.
- Super User-led user management and access control has been enabled.

### 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 flew backs and special buys.
- Assortment rollups within a master plan provide a holistic view for understanding assortments across departments, categories, brands, and more.
- Clustering based on multiple periods is enabled with the ability to weight each period differently.
- Performance/attribute-only clustering is enabled.
- Clustering algorithms have been added, including FAISS and DBSCAN.
- Can now copy multiple attributes from existing products into newly planned products.

### 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.
- Enhanced plan seeding operations.
- Planning screen user interface has been streamlined.

### 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.
- Advanced support for reconciling merchandise financial planning with the Impact Analytics forecast.
- Refined supersession capabilities include improved omnichannel intelligence.
- Usability filter retention, conditional formatting, and other areas improved.

### 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.

**We're featured in:**



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