Better Size/Color In-Stocks = Greater Sales & Profits

Shopping with my teenage daughter. Imagine her frustration when searching through a full rack of clothing and not being able to find her size. So, we moved to the next rack. Again, there were plenty of all the other sizes, but none in her size. All I could think was, "They need **[basic-code] ™**."

Has this happened to you? Have you ever been frustrated that every other item in the assortment is available except for the one you want? Or, as a Shopify store owner, have you been frustrated when all your best-selling sizes or colors are sold out, leaving revenue on the table?

Better in-stocks result in:

● more satisfied customers ● more profits for the retailer

Stockout situations:

● decrease customer satisfaction   ● often result in lost sales   ● may decrease brand loyalty

With a great forecasting system, retailers can achieve better in-stock positions. At the click of a button, a product assortment can be analyzed by size, color, or any other important variant to determine what the true demand is and how inventory should be purchased.

Using reports customized to each of their customer's business, the **[basic-code] ™** Sales Analysis & Forecasting App helps Shopify store owners drill down into the demand of a particular category or style (or any desired level). Demand can be compared to how the inventory was purchased and how it is currently owned. With this knowledge, adjustments can be made to balance out the assortment so that the owned inventory matches future demand. Likewise, when purchasing new items, like items can be used to determine the proper size or color ratios that should be purchased for the new item.

Data can provide you with powerful insights into your Marketplace. For example, several years ago, when I was working for a children's apparel retailer, a new hot license emerged in the marketplace. With early sales data, I was able to determine that this new property was not selling the same as other items in this category of merchandise. While other items in this category sold much heavier towards the younger child sizes, this property was selling heavier towards the older child. This was a problem since the vendor did not even make items in preteen sizing. With our early sales data, we were able to present this information to the vendor and convince them to expand their offering to include preteen sizes. You know what? That size became a top seller for that property. It was a Win-Win for my company, as well as the vendor's. We were each able to realize increased sales revenue and profits because of data.

Let **[basic-code]** ™ help you balance your inventory so you don't run out of your best-selling sizes and colors. Contact us today for an evaluation!

https://basic-code.com/shopify-services/