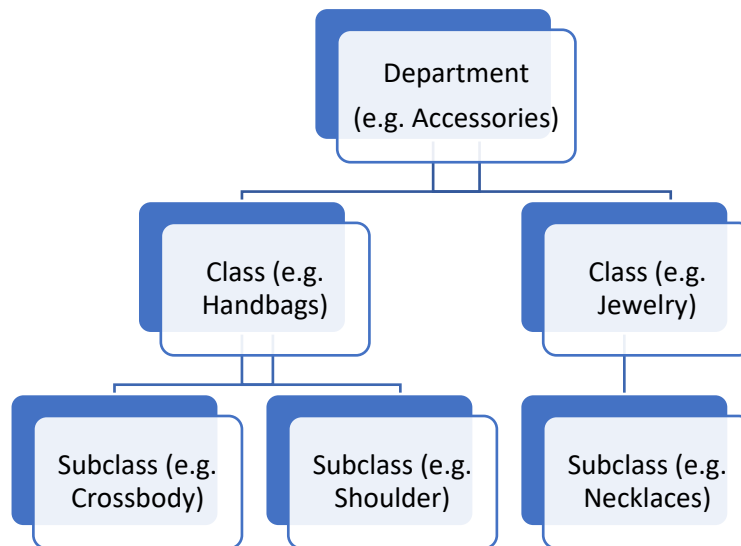


Gain Powerful Insights Using Your Data Hierarchy

The sales and inventory data you already have can provide powerful insights into what drives your e-Commerce business and what is missing from your product assortment. The secret to achieving a great Product Assortment is Data Organization.

The foundation for any sort of analysis is clean data, meaning there cannot be duplication and the data must be complete. This ensures that the output is meaningful and accurate.

Next, a hierarchy that is unique to the business should be created. A hierarchy is a method of organizing data in a table, acknowledging that one value encompasses all the values beneath it, in a tree-like structure. In a hierarchy, each “child” only has one “parent”, but a parent may have multiple children. For example, a retail store may have a hierarchy similar to this:



The information is integrated into a database, consisting of all the records for the items that the retail store carries.

Next, variants are assigned to each of the products. It is important that the variants represent the key selling properties of the item.

Once the hierarchy has been established and the sales and inventory data are entered into the database, the information can be sorted or manipulated to extract valuable insights into how departments, categories, or variables are performing. Charts and graphs can be created to provide visualization into category performance. Inventory information can also be added for visibility into which categories are overstocked or understocked.

Besides gaining early reads on sales trends, e-Commerce owners can determine if there is any whitespace in the marketplace. In this example, the retailer determined that the top selling subclass of handbags was the crossbody, the top selling color was black and the top selling trim was silver. However, they did not carry a black crossbody handbag with silver trim. Seeing that there was an opportunity, they added this style into their assortment.

By taking the time to establish a meaningful hierarchy, businesses can reap the rewards from the valuable insights it can provide.

Let the industry experts at **[basic-code]**™ help you develop a meaningful hierarchy for your business.

Contact us today for an evaluation!

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