

SKU Max

Inventory Optimization

Increase Sales and Profitability by Ensuring the Right SKUs are in the Right Place

Identify

which products are the best fit for each market segment and compare segment portfolios

Distribute

the top performing SKUs in each segment to the locations where they perform best

Optimize

operations by cutting cannibal products and replacing them with top performers

Determine the best performing SKUs for each outlet or market

Increase penetration of the best SKUs in each market

Streamline production with a lean market basket

SKU Max has helped companies increase their sales by up to

8%

Without analytics it is difficult to determine which of your SKUs are underperforming, especially if you have many products and multiple sales channels. **Neal Analytics can:**

- **Identify bottom performing SKUs** across your sales channels
- **Replace underperforming SKUs with high performers** in need of wider distribution
- **Manage and improve SKU mix** at a more detailed level than is possible with ad hoc analysis

Key Customer Challenges

- Analytics teams can only make broad and infrequent changes to SKU portfolios
- Leadership teams seldom have sufficient information to tailor a product mix
- Operations are often inefficient due to excessive production complexity

Am I stocking the right SKUs?

We can help you find inefficiencies in your SKU portfolio, revealing the products that are calling for wider distribution and those that are a poor fit for the market.

How can I justify making changes to my product portfolio?

By identifying which SKUs are most successful in each segment, we can help you estimate the financial impact of implementing changes to your SKU mix.

Are there simple SKU decisions that can increase sales and revenue?

By using machine learning to identify which SKUs are lifting sales, you'll know which SKUs to stock at each location in order to maximize sales and revenue. It's that easy!

Proven Results

SKU Analysis

Undersold SKUs: SKUs that significantly increase sales when present, but have low penetration and are crying out to be distributed more

Unprofitable SKUs: SKUs that are underperforming and have low revenue/volume. They should be cut

Winning SKUs: SKUs that are excellent performers in every market they are present, and penetration should be further increased

Sales Lift

Penetration

Core SKUs: High volume, commonplace SKUs that have marginal sales lift but should not be replaced

● High Volume ● Low Volume ● High Revenue ● Low Revenue

Contact info@nealanalytics.com to get started!