Cat-Group Clustering

PLAN MORE EFFICIENTLY WITH LOCALISED ASSORTMENT, LOWER SUPPLY CHAIN COSTS AND IMPROVED FORECASTING
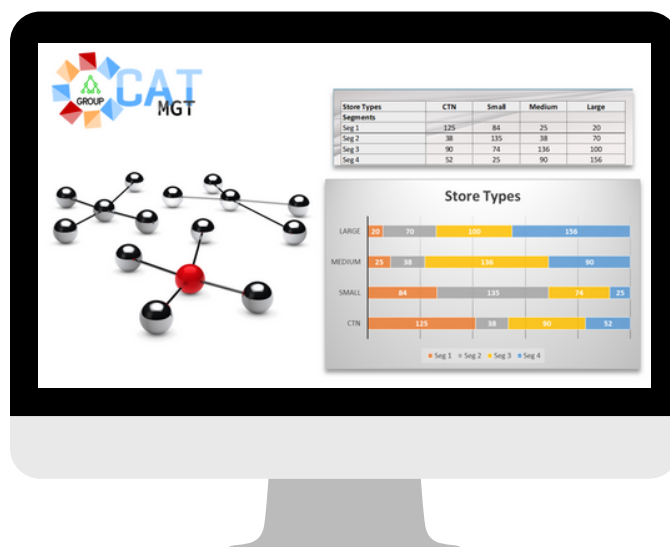
How Cat-Group clustering can help you

- Ability to cluster at at a single category or multiple category levels.
- Enhance customer satisfaction through correct store or cluster product ranging.
- Determine successful products in clusters.

Cat-Group clustering methodology

- Store clusters have traditionally been determined using "top down" attributes such as geographical regions, store size, sales value, store locality, demographics or supply chain depots. However, this approach may only result in operational savings and may not meet consumer expectations.
- The "bottom up" attributes analyse the product sales mix by examining category, sub category, and sector attributes, among others. This analysis reveals product trends, consumer behaviour, shopping missions, and localised/regional assortments.
- Not only will this achieve operational savings, but will also satisfy consumer expectations.

What we deliver

- Our solution utilises a bottom-up approach to group stores based on the user-nominated sales mix.
- The k-means method is utilised to identify the grouping of stores.
- The solution allows for the creation of several clusters by utilising product attribute drivers specified by the user.
- The solution can identify the most accurate cluster by evaluating the proximity of stores to the cluster's centre.
- Clusters can be named by users, and changes can be made manually or excluded.

Store Types	CTN	Small	Medium	Large
Segments				
Seg 1	125	84	25	20
Seg 2	38	135	38	70
Seg 3	90	74	136	100
Seg 4	52	25	90	156

Store No	Store Name	Segment	Unit Sales	Value Sales	Region	Current Clusters	Store Sales
1	Stretham	3	39874	125120	North Scotland	High Street	Low
2	Waterlooville	7	34722	106157	North West	Retail Park	High
3	Edinburgh	7	21751	56400	East of England	High Street	Medium
4	Stone	5	48629	151108	South East	Retail Park	High
5	Ayr	3	32937	95940	Ayrshire	High Street	Medium
6	Barnet	1	31529	94254	London	Retail Park	Low

Product Code	Product Name	Sector Name	Brand	Unit Sales	Value Sales	Private Label	Product Sales	Product Size
Code 1	Product 1	Sector 1	Brand 1	5558	2609	N	Medium	Single
Code 2	Product 2	Sector 2	Brand 1	111	381	N	Low	Multi
Code 3	Product 3	Sector 3	Brand 1	769	3650	N	Medium	Multi
Code 4	Product 4	Sector 3	Private Brand	71	119	Y	Medium	Multi
Code 5	Product 5	Sector 3	Private Brand	843	1410	Y	Low	Multi
Code 6	Product 6	Sector 4	Brand 2	118	487	N	High	Multi

Interactive Excel Reports

CONTACT US

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