



Assortment Optimization

AI-driven assortments that delight shoppers

Simplify the Complex with SymphonyAI's NEW Customer-centric assortments leveraging the power of AI

Leverage your wealth of customer data to easily create customer and store relevant assortments that ensures availability and customer satisfaction, and allows you to achieve targeted category sales growth

Simplification

Easy to use workflow, KPI driven decision making, modern and intuitive UI

Predictive & Generative AI

Improved optimization based on TD, incrementality, forecasted sales and GenAI product attributes

Rich Capabilities

A simplified space aware optimization for compelling product assortments

1.8%

Sales growth per category by executing customer driven assortment mix

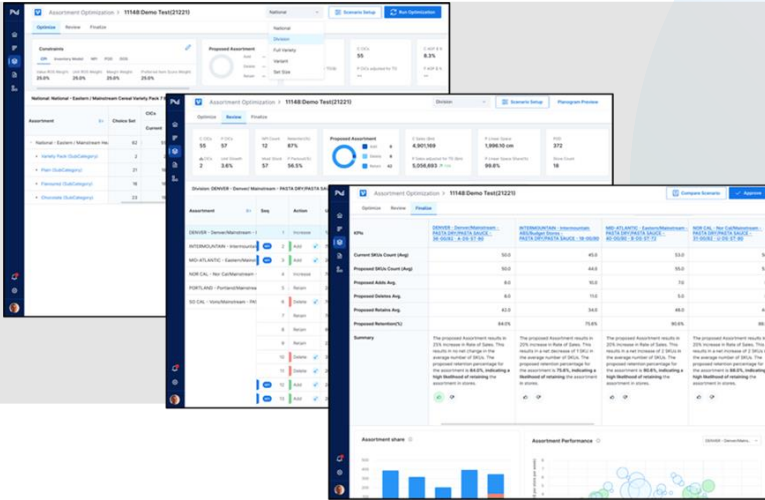
50%

Less time in the tool by allowing the AI assortment engine to do the heavy lifting

25%

Improvement in workflow with automatic connection to clustering and planogram processes





Why SymphonyAI's Customer Centric Assortment Optimization solution?

Levering cutting-edge predictive and generative AI, we simplify the complex, enabling a more intuitive, easy to use workflow that removes complexities, provides a better user experience, and helps drive revenue growth



Simplify the complex, quickly

SymphonyAI takes on the complexity of product assortment so you don't have to, creating custom space and supply chain-aware assortments for every format and store, and proactively updating assortments as conditions change, in a fraction of the time.



Collaborate faster and more seamlessly

Gain a singular, unified view of assortment data and performance, enabling you to rapidly collaborate with CPGs on adjustments and category reviews.



Drive customer loyalty

SymphonyAI Assortment Optimization combines intelligent store clustering and transferable demand models to create local customer-centric assortments that meet and exceed your shoppers' needs—and lets you react quickly when those needs change

For more information about SymphonyAI and our AI powered solutions, please contact us at

symphonyai.com/contact-us

