

# *emos*

Part of the b.telligent network

Business  
Case

Master the complexity of assortment optimization  
with our new solution

## Context

Our client wanted to revitalize its Sugar category and had identified Assortment as one of the key levers to achieve this objective.

But, revising the whole assortment plan was a complex task because it had to combine very different interests:

Satisfying the  
**shoppers' needs**

**Following the  
business rules** of the  
brand

Translating the  
category strategy in  
**product offer**

**Maximizing the  
category's sales**

## Need

A software solution that allows to:

**Quickly get a  
recommendation**

**Easily build as many  
Plan versions as  
needed**

**Be able to compare  
various scenarios**

**Maximize turnover**

# Demo – new assortment plan creation

## Assortment plans

Search for a plan



create new plan

Name	Date	Impact	# movements	
☆ Sucres_Assortiment 2022_v03	Mar 9, 2022 11:27 am	€354 953	21	<a href="#">view</a>
☆ Sucres_Assortiment 2022_v02	Mar 9, 2022 11:27 am	€325 316	18	<a href="#">view</a>
☆ Sucres_Assortiment 2022_v01	Mar 9, 2022 11:27 am	€320 747	16	<a href="#">view</a>
☆ Sucres_Assortiment 2021_v04	Mar 9, 2022 11:27 am	€467 356	30	<a href="#">view</a>
★ Sucres_Assortiment 2021_v03	Mar 9, 2022 11:27 am	€470 517	32	<a href="#">view</a>
☆ Sucres_Assortiment 2021_v01	Mar 9, 2022 11:27 am	€420 954	27	<a href="#">view</a>
☆ Sucres_Assortiment 2021_v02	Mar 9, 2022 11:27 am	€428 951	29	<a href="#">view</a>
☆ Sucres_Assortiment 2020_v03	Mar 9, 2022 11:27 am	€332 207	15	<a href="#">view</a>
☆ Sucres_Assortiment 2020_v02	Mar 9, 2022 11:27 am	€351 463	18	<a href="#">view</a>
☆ Sucres_Assortiment 2020_v01	Mar 9, 2022 11:27 am	€331 890	15	<a href="#">view</a>

# Step 1 – Translate expectations into constraints for the algorithm

## New assortment plan

CREATE

MANDATORY

OPTIONAL

Name

Sucres\_Assortiment 2020

Recommend assortment for the timeperiod from

1/01/2020

to

12/31/2020

Subcategories to be included

ALL

Total number of products

96

*plan specific*

Business rule

Reducing size of the box

# Step 1 – Translate expectations into constraints for the algorithm

**emos**  
Part of the b.telligent network

Business rule  
Allow promotion

PLA

Business rule  
Limit stores' workload

Business rule  
Push private label

CREATE

MANDATORY

OPTIONAL

Minimal number of products per brand

2

Maximal number of movements

unrestricted

Own label share

20%

Need unit development

EDULCORANT POUDRE

PETITS SUCRES BLANCS

STEVIA

SUCRE BLANC PRATIQUE

SUCRE BLANC TRAD MORCEAUX

SUCRE BLANC TRAD POUDRE

SUCRE CANNE MORCEAUX

SUCRE CANNE POUDRE

SUCRE CONFITURE

SUCRE CRISTALLISE

SUCRE NUTRITIONNEL

SUCRE PATISSIER

Increase

SIROP AGAVE

×

SUCRE CANNE BIO

×

Decrease

Category strategy  
Prioritize some client needs

# Step 1 – Translate expectations into constraints for the algorithm

SUCRE CANNE POUDRE

SUCRE CONFITURE

SUCRE CRISTALLISE

SUCRE NUTRITIONNEL

SUCRE PATISSIER

Innovations

UPLOAD

ADD INNOVATION

Discontinued products

UPLOAD

ADD PRODUCT

Decrease

CREATE

Add an innovation

Name

Type here...

Subcategory

Choose a subcategory ...

Manufacturer

Choose an option...

Brand

Choose a brand ...

Price

Type here...

Need unit

Choose a need unit ...

Priority

☒ must have

☐ optional

Additional attributes

Type here...

ADD

Category strategy

Adding innovations

# Step 1 – Translate expectations into constraints for the algorithm

SUCRE CANNE POUDRE

SUCRE CONFITURE

SUCRE CRISTALLISE

SUCRE NUTRITIONNEL

SUCRE PATISSIER

Decrease

## Add a discontinued product

EAN

Choose an option...

ADD

Category strategy  
Consider delistings

### Innovations

UPLOAD

ADD  
INNOVATION

### Discontinued products

UPLOAD

ADD PRODUCT



## Step 2 – Get a recommendation

### Sucres\_Assortiment 2021\_v03

Constraints

Plan

#### Impact

◀	Sales	+ 471k € (+ 1.7%)
	Units	+ 73k (+ 1.1%)
	Movements	32

Estimated impact if 100% of 32 changes are executed

#### Number of products

	A1	A2	A3	A4
Live assortment	50	64	73	102
Planned assortment	44	53	67	96
Change	-6	-5	-6	-6










Compliance with box size constraint

## Step 2 – Get a recommendation

### Sucres\_Assortiment 2021\_v03

[Constraints](#)
[Plan](#)

#### Share of assortment by MANUFACTURERS

	Live assortment	New assortment	Change
DISTRIBUTEUR	<b>18%</b>	<b>22%</b>	
FOURNISSEUR C	<b>3%</b>	<b>2%</b>	
FOURNISSEUR O	<b>1%</b>	<b>1%</b>	
FOURNISSEUR E	<b>18%</b>	<b>19%</b>	
FOURNISSEUR M	<b>11%</b>	<b>10%</b>	
FOURNISSEUR L	<b>19%</b>	<b>16%</b>	
FOURNISSEUR S	<b>2%</b>	<b>3%</b>	
FOURNISSEUR T	<b>28%</b>	<b>26%</b>	
FOURNISSEUR U	<b>1%</b>	<b>1%</b>	

Share of private label assortment on the rise and well over 20%

## Step 2 – Get a recommendation

### Sucres\_Assortiment 2021\_v03

Constraints

Plan

#### Share of assortment by NEED UNITS

	Live assortment	New assortment	Change
EDULCORANT COMPRIM	11%	11%	●
EDULCORANT POUDRE	6%	5%	●
PETITS SUCRES BLANCS	7%	5%	●
SIROP AGAVE	3%	4%	●
STEVIA	8%	7%	●
SUCRE BLANC PRATIQUE	9%	9%	●
SUCRE BLANC TRAD MOI	5%	5%	●
SUCRE BLANC TRAD POL	3%	4%	●
SUCRE CANNE BIO	7%	8%	●
SUCRE CANNE MORCEAU	12%	12%	●
SUCRE CANNE POUDRE	7%	9%	●
SUCRE CONFITURE	6%	7%	●
SUCRE CRISTALLISE	3%	3%	●
SUCRE NUTRITIONNEL	7%	6%	●
SUCRE PATISSIER	6%	5%	●

Assortment share of priority need units on the rise

## Step 2 – Get a recommendation

Detailed recommendation at SKU level

### DETAILS

Need Unit	Product	Brand	Price Tier	AWS	Loyalty	Sales	Units	% promo	weeks scanning	Live	Plan level Reco.	Final
SUCRE BLANC TRAD...	SUC. BLC TRAD PDR, LARGE MARQUE E	MARQUE E	3	€229	11%	€1770	3494	0%	10	A4	A4	A4
SUCRE BLANC TRAD...	SUC. BLC TRAD MORCEAUX LARGE...	MDD	1	€222	51%	€2694361	9521438	4%	52	A1	A1	A1
SUCRE BLANC TRAD...	SUC. BLC TRAD PDR, LARGE MDD PP	MDD PP	2	€207	55%	€2162128	8098915	6%	52	A1	A1	A1
SUCRE CRISTALLISE	SUC. CRISTAL, X-LARGE MARQUE B	MARQUE B	1	€125	30%	€820611	351751	0%	52	A4	A4	A4
SUCRE BLANC TRAD...	SUC. BLC TRAD PDR, LARGE MARQUE B	MARQUE B	2	€115	58%	€850153	2210846	0%	52	A4	A4	A4
SUCRE CRISTALLISE	SUC. CRISTAL, LARGE MARQUE D	MARQUE D	3	€111	14%	€49096	106122	0%	32	A4	A4	A4
SUCRE BLANC TRAD...	SUC. BLC TRAD PDR, LARGE MDD PP	MDD PP	1	€111	31%	€594147	2069276	37%	52	A4	A4	A4
SUCRE CONFITURE	SUC. CONFIT, X-LARGE MARQUE B	MARQUE B	3	€109	28%	€679234	369201	100%	52	A4	A4	A4
SUCRE BLANC PRATIQUE	SUC. BLC PRATIQUE MEDIUM MARQUE B	MARQUE B	1	€108	24%	€1290692	2840573	59%	52	A1	A1	A1
SUCRE BLANC TRAD...	SUC. BLC TRAD MORCEAUX LARGE...	MARQUE B	3	€107	35%	€748462	1994488	0%	52	A4	A4	A4
SUCRE BLANC PRATIQUE	SUC. BLC PRATIQUE LARGE MARQUE D	MARQUE D	2	€103	33%	€1229123	2691812	32%	52	A1	A1	A1
SUCRE CRISTALLISE	SUC. CRISTAL, LARGE MARQUE B	MARQUE B	1	€96	25%	€637900	1334280	0%	52	A4	A4	A4
SUCRE CANNE MORCEAUX	SUC. CANNE MORCEAUX LARGE...	MARQUE L	2	€90	25%	€1078535	1467083	38%	52	A1	A1	A1



## Results

**6 months after** the  
assortment has been  
implemented in store

**+1.1% sales** for the Sugar  
category thanks to the  
assortment lever

# Noémie Khobunthien

## Senior Product Manager

+33 (0)7 76 34 35 08  
noemie.khobunthien@emnos.com

# Atessa Mohsényi-Leroy

## Directrice Générale

+33 (0) 06 12 84 66 72  
atessa.mohseni-leroy@emnos.com