

## ENHANCE SALES THROUGH DATA OPTIMIZATION

**INCREASE YOUR MARGIN BY 10% WITH A CONSTANT FLOW**

Based on experience, the "true" effect of the discount is 50% to 3 times greater than that estimated using traditional methods and tools.

These biases stem from the complexity of setting promotions as a professional practice, making it challenging to interpret and comprehend demand within the data.

Conversely, field teams (product management, etc.) exhibit cognitive biases concerning the effectiveness of these mechanisms.

Overweight on promotional volume.

Reasoning local vs global optimization.

### OUR ADDED VALUE: UNDERSTANDING THE TRUE IMPACT OF PROMOTION

Optimised sales generating up to

**+10%**

increase in margin without sacrificing stock clearance on each of your sales operations - gain measured in AB test

### ADVANTAGES OF THE SOLUTION:

A solution that combines consultancy support with a decision-making tool, **thanks to a highly fluid interface for business teams.**

Transparent, co-constructed models, an engine in your hand, **giving you total control over your strategy and visibility.**

A solution that has proved its worth in 30 operations in a wide range of markets: **mid-market, affordable luxury, children's, plus sizes, accessories, footwear, clearance, etc.**



Revenue Studio Interface



Find out what Sylvain Chéret has to say, Former Petit Bateau end-to-end Supply Chain Director



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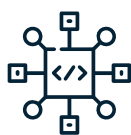


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## VELTYS METHOD

Veltys is an executive strategy consultancy specialising in data intelligence and AI. Combining economic theory, data science, technology and data management, **Veltys offers tailor-made support throughout the data continuum to transform corporate strategy.**

Founded in 2013, Veltys is made up of fifty data scientists, data analysts and data engineers who are committed to working alongside their customers, sharing high added-value ambitions.



Robust methods based on **data science algorithms and the economic theory** of demand estimation.



**Tailor-made analyses** based on your historical data, enhanced **with external data** (INSEE, public data, OpenStreetMap, etc.).



An approach based on **co-construction with the business lines**, to ensure the best possible match with real needs on the ground.



**A decision-support** approach for linking mesh strategy with **business strategy**.

## A PARTNERSHIP OF RETAIL EXPERTS

**KÉA**

Recognised expertise in retail and transformation



revenuestudio

Software publisher specialising in retail

OUR CLIENTS



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