

Smarter Merchandising Through Predictive Analytics



Using Data-driven Insight to Optimize Product Placement, Inventory Planning, and Sales Performance.

The Challenge

A leading national home improvement retailer could not measure the true sales impact of off-shelf product placement, such as end caps, front entrances, and seasonal displays.

Because the same SKU remained identical regardless of store location, existing point-of-sale data could not determine whether placement influenced purchasing behavior. As a result, merchandising decisions were often based on instinct, trends, or competitive activity rather than measurable insight.

The Solution

The Intersect Group partnered with the client to develop predictive merchandising algorithms that measured the impact of product placement across stores.

Using historical sales, product, and location data, the team established baseline performance models and implemented integrated reporting that enabled cross-functional visibility and data-driven decision making.

The Impact

The solution transformed merchandising from intuition-based decision making into a more measurable, analytics-driven strategy.



Improved visibility
into promotional placement performance



More strategic product placement
decisions



Optimized product selection
for high-visibility locations



Improved inventory planning
through sell-through insights



Better alignment
between merchandising strategy and revenue performance