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Applying Assortment Planning Processes, Automation, and Optimization to Create a Localized Customer-Centric Merchandising Environment, Part 2

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ABSTRACT

This seminar will consist of two main sessions. Part 2 considers a complete retailer case study presenting the development of Assortment Plans (based on Part 1) and the use of automation tools as well as optimization and forecasting techniques (the process, methods, automation, and optimization for Part 2 follow the Part 1 structure).

No paper was submitted for publication.

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