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Intelligent Clustering: Who Buys What Where

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ABSTRACT

Localization is key to targeting customers successfully in today's business environment, but maintaining this level of detail requires a lot of resources and support. This session will review how Levi Strauss & Co. is using Intelligent Clustering to build assortments that cater to the diverse needs of consumers while maintaining a lean, effective planning organization. By analyzing selling patterns and profiles, Intelligent Clustering is helping Levi Strauss to maximize profitability and rate of sale by knowing where the consumers are shopping and what they are buying. The session will cover how Levi Strauss is incorporating this technology into their process and integrating with their accounts.

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