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## Really? Don't Trust Your Gut with Assortment Planning

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### ABSTRACT

Assortment-planning processes vary greatly across retailers and product segments. What we know from experience is that they rely too much on human judgment and not enough on solid hard data. Retailers today need the ability to predict how customers will react to a change in the assortment. This session will focus on what have we learned and how did we overcome obstacles. As retailers, we are moving away from "one size fits all" assortments. For some, analytics is playing a bigger role; for others, business processes are changing on a regular basis. Fashion vs. Basics, What's working AND: How are we achieving optimal planning throughout all phases of the merchandising process?

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