ABSTRACT

This session is designed to be a general discussion on SAS Markdown Optimization. We provide an opportunity to ask questions and learn how your peers are gaining the most value from this SAS® solution. Key topics include:

• How to extract the most value from SAS Markdown Optimization while still supporting your merchandising strategies (product flow, inventory management, store execution, etc.)
• Techniques used to improve price acceptance
• Metrics leveraged to measure success

No paper was submitted for publication.

CONTACT INFORMATION

Carrie Plaskas
Macy's
Carrie.Plaskas@macys.com