

# One of South Korea's largest online marketplaces enhances its portfolio with the help of **Sciative's** AI-powered Assortment Intelligence platform **BRIO**



## COMPANY PROFILE

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The company operates as an eCommerce marketplace based out of Seoul, South Korea, that sells apparel, cosmetics, electronics, footwear, toys, food products, furniture, and other products. It markets its products throughout Korea.

## ISSUE THAT COMPANY WAS FACING

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They were facing issues in having a competitive assortment of their product and struggling to create a bestselling assortment mix to be competitive in the market.

## THE GAPS THAT SCIATIVE HELPED THE COMPANY TO IDENTIFY WERE

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- Price Gaps
- Product Gaps
- Brand Gaps
- OOS Fastmoving SKUs

## SOLUTION BY SCIATIVE

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- Deployed image matching algorithms and used AI libraries to find assortment, product, and price gaps by comparing 15 competitions in a fully automated manner.

## RESULTS

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- 01** Curate fast-selling assortments mix by removing gaps that ensure brand and product availability across all sales channels.
- 02** Achieved **99%** accuracy in assessing the optimal assortment mix.
- 03** Added **20%** new SKUs within the brands they already offered on their site. These new SKU's were best-sellers across competitor sites but were unavailable on their website.
- 04** Identified a significant percentage of new brands resulting in an increased rate of sale.

