

## Success story

# Home and Furnishing brand optimizes warehouse inventory with Increff's regional utilization capabilities

**Industry**  
Home and Furnishing

**Solution**  
Increff Merchandising Software

Renowned as a top destination for furniture and home decor in the country, this brand has earned its status by delivering top-notch products, exceptional customer service, and a strong commitment to sustainability and social responsibility.

## Business Challenge

The brand initially started with three warehouses located in Bangalore, Delhi, and Mumbai, but soon realized that modern customers demand instant gratification. To meet these expectations and enhance delivery speed while reducing logistics expenses, the brand aimed to expand its warehouse network beyond the current locations.

Furniture being a logistic-heavy product, the brand wanted to analyze the regional demand and get accurate and actionable data to allocate appropriate inventory to the right location for sales maximization.

## Increff's approach

### The objective

The brand collaborated with Increff and implemented Merchandising Software to enhance its warehouse inventory optimization for improved regional utilization(RU), which includes:



Efficient inventory allocation at appropriate locations



Optimizing warehouse inventory by - style ranking



Reducing logistics expenses



Enhancing delivery speed



Lowering the chances of unfulfilled orders



Furthermore, enhancing the optimization of warehouse inventory resulted in improved efficiency for the brand, heightened customer satisfaction, strengthened brand loyalty, and ultimately reduced likelihood of returns, increased sales, and revenue growth.

## The solution

Increff's intelligent algorithm-driven end-to-end Merchandising Software was implemented to analyze demand for products in each warehouse based on their pin codes and sales patterns. Customer pincodes from past sales data were then mapped to the three warehouses, and demand was forecasted for each SKU in each warehouse.

Meanwhile, the fulfillment rate of orders from the Delhi warehouses in the northern region was only 65%. This was primarily due to the inadequate inventory management at the warehouse, leading to a lack of visibility on inventory levels. As a result, orders had to be sourced from alternate locations, resulting in higher logistics costs.

Based on the forecasted sales, Increff recommended inter-warehouse transfers prioritizing the maintenance of optimum inventory levels in Bangalore and Mumbai warehouses since they were the original distribution centers or donor warehouses. These transfers ensured that the required inventory was available in all warehouses while maintaining optimum inventory levels in the donor warehouse.

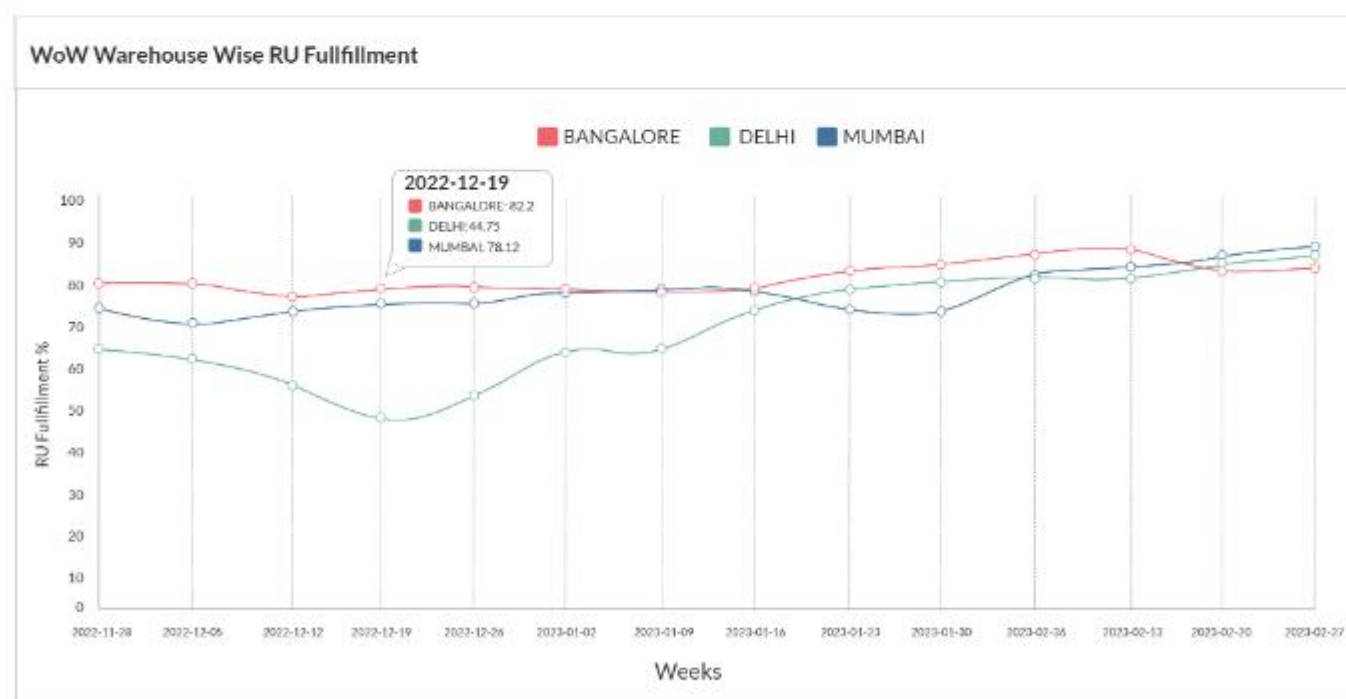
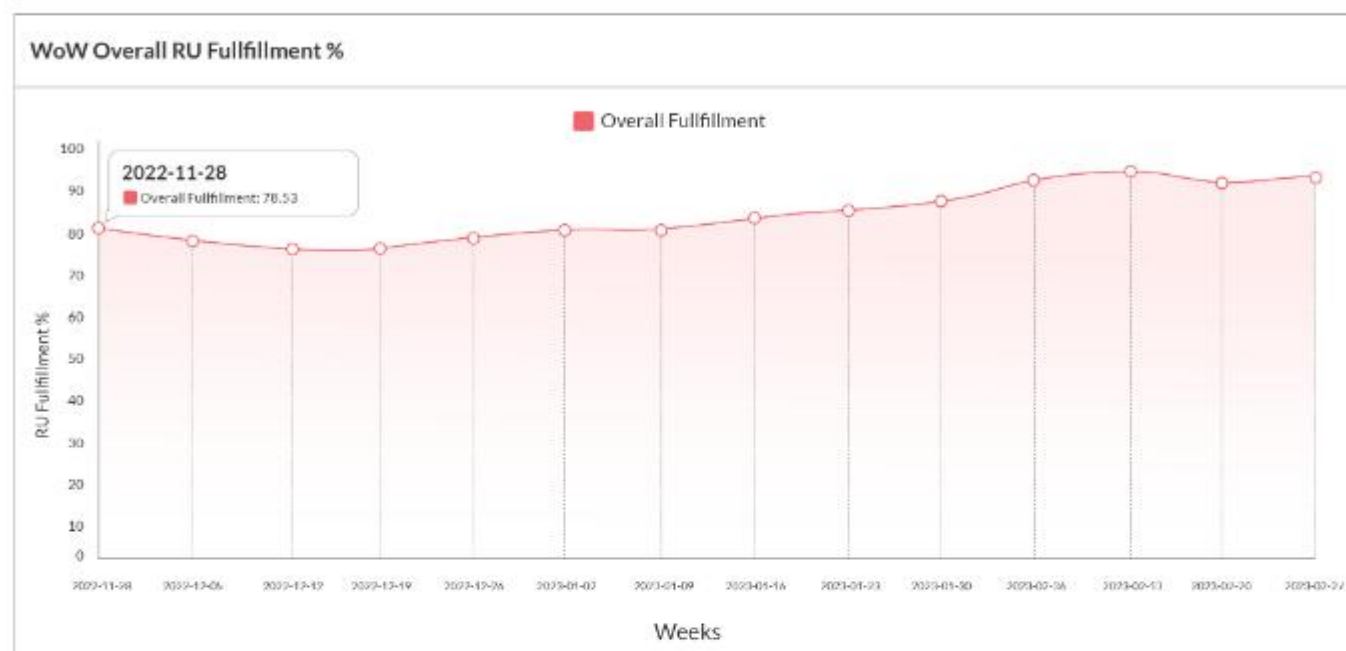
To overcome this challenge, the brand analyzed demand and sales patterns in the region, leveraging them to optimize the inventory levels. This optimization allowed for the prompt and efficient delivery of orders to the northern region.





## The result

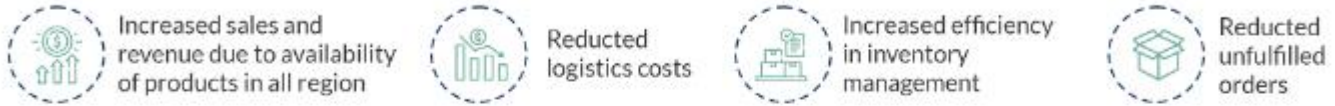
With the current warehouse network, over a span of five months, the brand observed a rise in overall Regional Utilization (RU) fulfillment from **78.5%** to **91%**, and the Delhi warehouse witnessed an increase in RU fulfillment from **65%** to **92%**.



## The benefits

The brand and Increff joined forces to improve their decision-making process and streamline their operations, eventually reaping benefits, such as

### For the brand:



### For its customers:



## About Increff

Increff is a retail SaaS company solving complex inventory management & supply chain challenges. Over 200+ global retail brands believe in our end-to-end merchandising and omnichannel inventory management solutions. We empower retailers to enable automated decision-making, bring accuracy to processes, drive sustainable retailing, and achieve incredible efficiency.