

# Assortment Planning application



Combine AI forecasting, scaled localization, and connected retail planning to optimize every stage of assortment design



## The pain of building assortments on sales data, not true demand

Many retailers rely on backward-looking sales data and intuition to build assortments. Without accurate demand signals — especially for newness — teams struggle to determine the right breadth, depth, and localization needed to drive productivity.

Even when foresight is strong, spreadsheet-based workflows add unnecessary complexity and slow teams down. Financial plans become difficult to reconcile, and assortments drift from strategic intent as decisions compound across clusters, channels, and product roles. The result is assortments that miss customer demand, create margin risk, and introduce downstream complexity for buying and in-season execution.

## Build smarter assortments with ready-to-deploy, AI-driven demand sensing

The Anaplan Assortment Planning application helps retailers build localized, profitable assortments faster. Out-of-the-box, it uses advanced demand sensing techniques — including newness forecasting, complementarity and cannibalization detection, and attribute-level insight — to inform breadth, depth, and localization decisions with unprecedented accuracy.

Built on a unified data foundation, the application keeps every assortment aligned with financial targets, supply chain realities, and downstream execution plans, ensuring planning decisions are consistent and actionable across the business.

## Key benefits

- **Accelerate strategy-to-plan execution:** Develop assortments faster and reduce cycle time from initial insight to final plan.
- **Drive localized customer impact:** Improve SKU efficiency and store-level performance with assortments that reflect local demand.
- **Improve margin outcomes:** Increase full-price sell-through and reduce markdown risk through more precise breadth and depth decisions.
- **Strengthen financial alignment:** Ensure every product choice reinforces financial targets, strategic priorities, and commercial expectations.
- **Unlock value from day one:** Go live quickly with a modern, retail-tuned application built on best practices.

## Key features

Combine AI forecasting, scaled localization, and unified planning in a purpose-built application that optimizes every stage of assortment design.

The Assortment Planning application encompasses:

### AI-driven demand forecasting

- Generate accurate demand signals using an ensemble of models that incorporate seasonality, customer behavior, stockout correction, and attribute-based newness forecasting with complementarity/cannibalization detection.

### Hindsight analysis

- Identify productivity drivers, liabilities, attribute patterns, and buy-again opportunities with centralized performance insight.

### Assortment strategy and architecture

- Translate financial and strategic objectives into clear breadth, depth, and productivity targets at the cluster, channel, or product-role level.

### Smart localization and clustering

- Define clusters using data-driven signals that surface local preferences and demand variation, enabling smarter localization without extra workload.

### Demand-led assortment design

- Create assortments that balance breadth, depth, and product mix using precise demand signals to guide decisions for both core and newness styles.

### Integrated assortment review

- Evaluate assortments against MFP targets, channel objectives, and execution requirements within a shared, connected workspace.

### Connected data foundation

- Ensure assortment decisions remain aligned to financial plans, productivity goals, and downstream execution by anchoring planning in a unified data set.

### Execution-ready assortment outputs

- Push assortment outputs into allocation, buying, and operational systems to keep in-season execution aligned with planning decisions.

## The Anaplan platform offers

- **Application framework:** Rapidly deployable best practices, configurable to customer requirement, upgradeable with future releases, and extensible to other use cases through core platform capabilities.
- **Dashboards, reports, and analytics:** Visualize key data from across the organization in real time through a single source of truth.
- **“What-if” scenario and multi-dimensional modeling:** Run ultra-fast calculations at scale using Anaplan’s high-performance calculation engine.
- **Collaborative and agile planning:** Plan across corporate and business units, and across functions like HR, finance, sales, marketing, and supply chain.
- **Best-in-class security and data privacy:** Includes role-based access control, SAML 2.0 SSO support, user management, and data encryption.
- **A highly extensible ecosystem:** Connect data and tools with APIs, ETL connectors, and native integrations across HR, finance, operations, data warehouses, and other systems of record.

## About Anaplan

Anaplan is the only scenario planning and analysis platform designed to optimize decision-making in today's complex business environment so that enterprises can outpace their competition and the market. By building connections and collaboration across organizational silos, our platform intelligently surfaces key insights — so businesses can make the right decisions, right now.

More than 2,500 of the world's best brands continually optimize their decision-making by planning with Anaplan.

To learn more, visit [www.anaplan.com](https://www.anaplan.com)

