



RETAIL INTELLIGENCE

Every store. Its own demand.

Store-level demand, inventory and customer intelligence

Turning one national network into hundreds of locally tuned stores.

[THEVALUECORE.COM](https://thevaluecore.com)



Retail planning needs a local lens

Four structural shifts make a uniform, national approach increasingly difficult.

01

Fragmented demand

Buying peaks around occasions, collections and festivals. National averages obscure local behavior.

02

Faster planning cycles

In-season sell-through is replacing fixed seasonal buys. Reallocation has to respond quickly.

03

Analytics as standard

POS, footfall, loyalty and local demographics increasingly inform allocation decisions.

04

Structural margin pressure

Discount-led demand and input-cost inflation continue to squeeze full-price sell-through.

THE STARTING POINT Test what customers experience before prescribing technology.

Let customer evidence lead

Analytics validates retail judgement with real customer and store observations.

WHY THIS MATTERS

Experience drives conversion.

- Store experience, personalisation and staff interaction shape purchasing.
- Better insights strengthen conversion and long-term loyalty.
- Data supports—not replaces—retail expertise.

01

Observe / Store visits & shop-floor observations

Layouts, merchandising, size availability and store-specific issues.

02

Ask / Customer survey

Recent shoppers across cities: experience, availability and channel preferences.

03

Quantify / Live evidence dashboard

Size gaps, lost sales, experience and channel metrics before rollout.

VALIDATE → PRIORITISE → PILOT

A fast read on real shopping habits

A short 18-question survey across eight branches in Karachi and Lahore.

ASKED

Profile, frequency, product and size availability, design relevance, navigation, staff, motivation and rating.

SAMPLED

Recent shoppers: 90% Karachi, 10% Lahore; predominantly younger customers and in-store shoppers.

USED FOR

Directional patterns—not a network estimate. Test these gaps against POS, inventory and store-level data.

87%



aged 18–34

80%



shop mainly in-store

77%



favor Women's Pret

47%



shop only during sales /
festivals

Source: Retail Shopping Experience Survey | directional, Karachi-weighted sample

The customer is engaged. Demand is uneven.

Store experience scores are positive, while buying remains highly occasion- and promotion-led.

83%

rate store good or excellent

83%

find stores easy to navigate

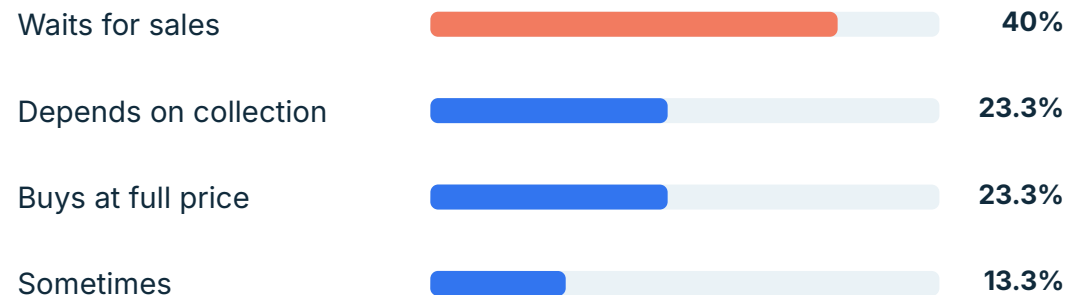
70%

satisfied with store staff

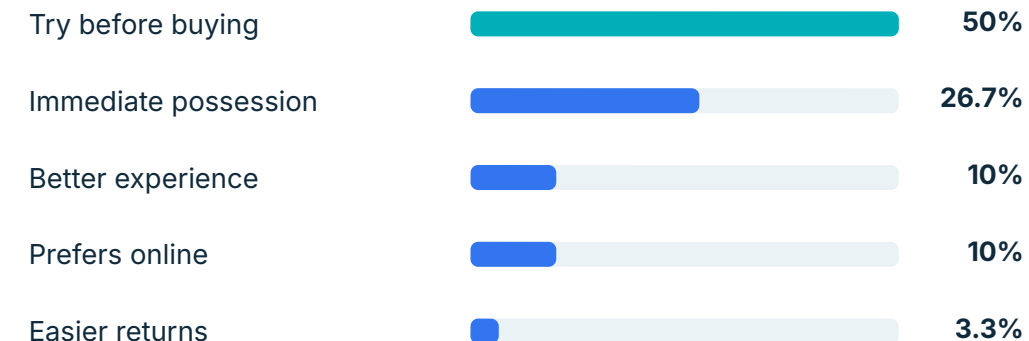
80%

use stores as main channel

HOW PURCHASES ARE PLANNED



WHY CUSTOMERS VISIT STORES



INSIGHT The opportunity sits in matching local supply to spiky, promotion-led demand.

Stock gaps translate into lost sales

Customers who cannot find a size or item frequently leave without buying.

37%

leave without buying

53%

miss desired size

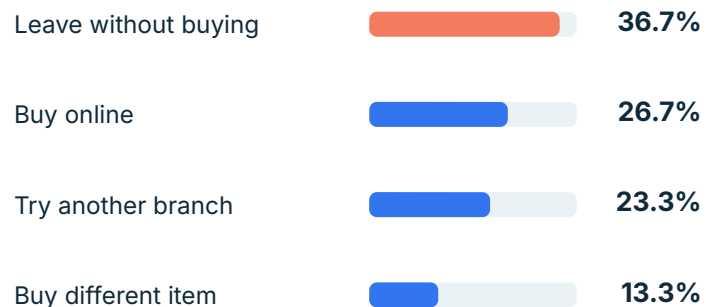
43%

do not fully find what they came for

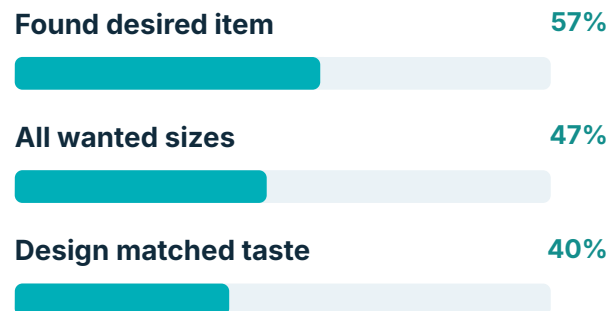
87%

say assortment varies by branch

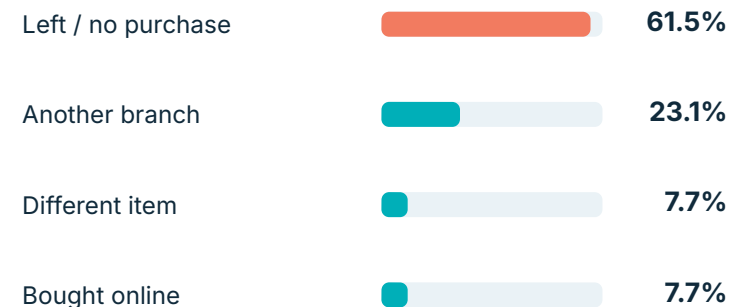
WHEN THE ITEM IS MISSING



KEY AVAILABILITY GAPS



AMONG THOSE UNABLE TO FIND ITEM



BOTTOM LINE A missed size is often a missed sale; online recovery is currently limited.

Three gaps. Three measurable pilots.

Each test starts with one store cluster and is measured against a live baseline.

THE SIGNAL

THE INTERVENTION

THE PROOF

53% / 37%

Size availability

Store x SKU x size forecasting and size-curve optimisation for Women's Pret.

Availability and walk-away rate vs control cluster.

87% / 40%

Local assortment

Catchment-led assortment using footfall, loyalty and local socio-economic data.

Sell-through and full-price mix vs uniform allocation.

47%

Promotion sensitivity

Promotion-aware forecasts and targeted store-level offers.

Retained margin and uplift in full-price festival sales.

A CONTROLLED PILOT Prove economics before committing to network-wide change.

From reporting to autonomous decisions

A deliberate climb: describe → explain → predict → optimise → act.

01

REPORT

What happened?

02

ANALYSE

Why did it happen?

03

PREDICT

What happens next?

04

OPTIMISE

What should we do?

05

ACT

Humans steer; systems act

DESCRIPTIVE

AUTONOMOUS →

Store-level demand & dynamic allocation

Put the right SKU, size and colour in the right store—before it ships.

THE OPERATIONAL CHALLENGE

- One central allocation plan misses catchment-level demand and size differences.
- Best-sellers stock out in busy stores while slow movers accumulate elsewhere.
- Inventory is deployed reactively, after lost sales or markdowns emerge.

WHAT TVC DELIVERS

- 1 Micro-level forecasting**
Forecast at store × SKU × size using POS, footfall, promotions and local signals.
- 2 Dynamic allocation engine**
Set branch-specific quantities before shipping, weighted to real demand.
- 3 Availability guardrails**
Protect winning items and redirect slow-moving stock to stronger stores.

METHOD / Sales + inventory + footfall + demographic data → demand model → allocation rules

OUTCOME

More full-price sales, fewer stockouts, better working capital.

Make every store a measurable asset

Combine vision, customer signals and location intelligence to improve conversion.

THE OPERATIONAL CHALLENGE

- Layout, footfall and customer movement are seldom linked to commercial performance.
- High-attention displays can under-convert without a clear diagnostic.
- Experience and staff interaction are evaluated more by intuition than evidence.

WHAT TVC DELIVERS

- 1 AI-powered store intelligence**
Footfall, heat maps, customer journeys, dwell time and service metrics.
- 2 Customer experience intelligence**
Connect staff interaction, feedback and operations to basket, conversion and loyalty.
- 3 Location & market intelligence**
Align assortment and pricing tiers with catchment demographics and purchasing power.

METHOD / Store video + POS + feedback + loyalty + geography → conversion & layout intelligence

OUTCOME

Stronger conversion, better store layouts and revenue per sq. ft.

Bring online and in-store demand together

Understand where each channel wins by location, demographic and segment.

THE OPERATIONAL CHALLENGE

- Online and physical stores are often reviewed in separate data silos.
- Store expansion decisions do not always reflect actual digital demand by geography.
- Age and customer segment influence channel choice—not just location.

WHAT TVC DELIVERS

- 1 Geographic channel-mix**
Identify where online demand dominates and where stores merit investment.
- 2 Segment-level preferences**
Measure channel patterns by age, geography and customer profile.
- 3 Unified customer journey**
Join web, app and physical-store signals into one measurable path to purchase.

METHOD /

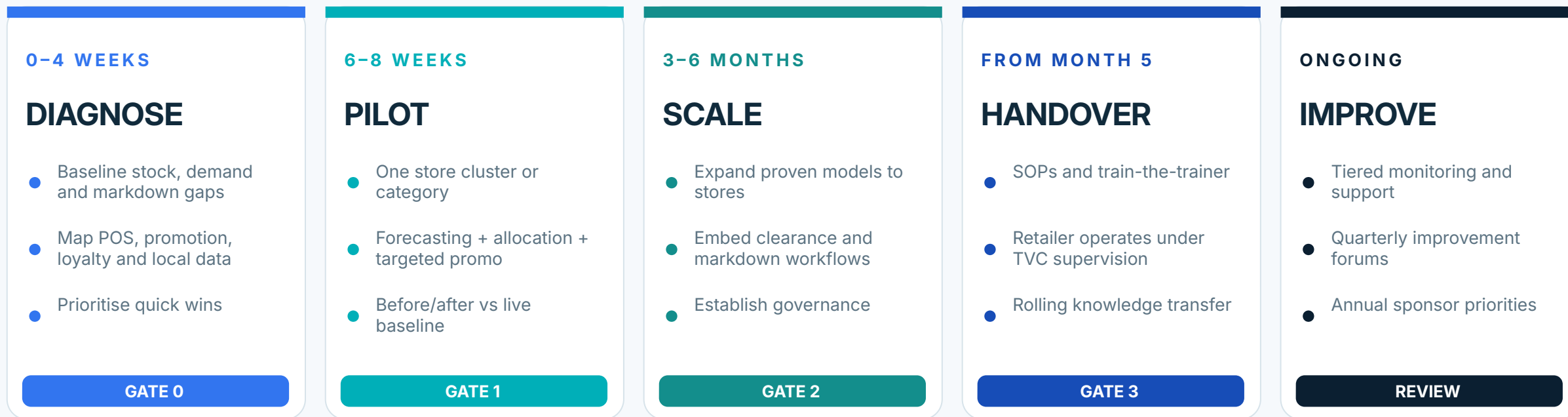
Online + offline transactions + demographics → segment channel choice → growth priorities

OUTCOME

Better conversion and more disciplined store investments.

Prove value first. Scale what works.

An evidence-led diagnostic, one controlled pilot, then phased deployment and handover.



THE 3-4 WEEK DIAGNOSTIC

01 Frame → 02 Baseline → 03 Lock scope and quick wins

COMMERCIAL STRUCTURE

Fixed launch fee + milestone-linked success fee