ZARA Case Study

3 bullet points on how Zara uses data for fast fashion decisions:

* Zara continuously monitors real-time sales and customer feedback to gather valuable insights into market trends and customer preferences.
* Based on the data collected, Zara quickly adjusts its designs and inventory to align with emerging trends and customer demands.
* Using insights from their data, Zara determines which styles to restock and which to discontinue, ensuring optimal inventory management