

PORTFOLIO PROJECT

PLANNING WITH CODE

A data-driven approach to assortment planning and merchandising.



SUMMARY

THE CHALLENGE.....	pg03
OBJECTIVES.....	pg04
Visual Research.....	pg05
Reference Moodboard.....	pg07
Colors.....	pg08
Silhouettes.....	pg10
Surface Design	pg17
Details.....	pg21
Planning.....	pg26
Assortment Research.....	pg27
Assortment Strategy.....	pg28
Assortment Visualization.....	pg29

THE ENGINE.....	pg30
Python Coding - the engine.....	pg31
Python Coding - the rules.....	pg32
Python Coding - the output.....	pg34
DATA VISUALIZATION.....	pg35
Output Overview.....	pg35
Insights about the output.....	pg36
FINAL ASSORTMENT PLAN.....	pg39
Final Assortment Table.....	pg44
CONCLUSION AND IMPACT.....	pg45
NEXT STEPS.....	pg46

THE CHALLENGE

Assortment planning in fashion brings together trend responsiveness, brand identity, and commercial efficiency. It's where creativity meets strategy.

This project showcases my approach to assortment planning, using Python automation, data visualization, and analysis to demonstrate how technology can support creative decision-making in a fashion context

OBJECTIVES

- Conduct a **trend research for a new fashion brand** inspired by Quiet Luxury and brands like Loro Piana and The Row
- Build a **data-driven assortment plan** using competitor analysis and quantitative benchmarks
- **Develop a Python engine** to automate trend allocation across color, silhouette, surface design and details
- **Visualize assortment outputs in Power BI** to deliver insights and strategic recommendations
- **Propose a final assortment plan** integrating creative strategy with data-driven precision.

VISUAL RESEARCH



VISUAL RESEARCH

Anchored in the aesthetic codes of quiet luxury, this research draws **inspiration from brands such as The Row and Loro Piana**, where premium materials, impeccable construction and understated design take precedence. The study focused primarily on Italian and American labels that embody this sensibility through approachable yet elevated collections. **Proenza Schouler, Bottega Veneta, Tory Burch and Prada were closely examined for their ability to merge quality craftsmanship with relaxed, versatile silhouettes.**

To introduce a directional edge, **the analysis also considered Spanish brands that inject a fresh, contemporary note into the quiet-luxury space without compromising subtlety. Loewe, Massimo Dutti and Phoebe Philo** were explored for their balance of luxurious fabrications, precision tailoring and seasonal colour palettes, complemented by discreet yet distinctive detailing. This approach reflects an evolution of quiet luxury: one that remains rooted in timeless elegance while embracing modernity and nuanced seasonal shifts.



REFERENCE MOODBOARD



PANTONE®
16-4451 TCX
Autumn Glaze



PANTONE®
12-0300 TCX
White Down



PANTONE®
16-4011 TCX
Spellbound



PANTONE®
15-5204 TCX
Morning Mist



PANTONE®
16-4823 TCX
Winter Moss



PANTONE®
12-3703 TCX
Frosted Mint



PANTONE®
19-1024 TCX
Mocha



PANTONE®
19-1119 TCX
Cocoa



LORO PIANA, A/W 25/26



FROENZA SCHOUKER, FALL 25



PRADA, A/W 25/26



TORY BURCH, FALL 25



PRADA, A/W 25/26



THE ROW, FALL 25



LOEWE, FALL 25



GABRIELA HEARST, A/W 25



LOROPIANA, A/W 25/26



LOROPIANA, A/W 25/26

VISUAL RESEARCH - colours

With [Vogue US declaring](#) 2025 “the year of Loro Piana” and the brand amplifying its celebrity-led marketing strategy, Loro Piana’s influence in the quiet-luxury space is accelerating and serving as a blueprint for other labels. Its A/W 25 palette anchors around grounded **dark neutrals** such as cocoa brown, dust navy, moss green and black, **balanced by soft, consumer-familiar light tones**. Key innovations include sandy beiges refreshed with mineral undertones, light blues shifting toward muted turquoise, and pale khakis infused with mint freshness.

This direction is echoed across other luxury players, reinforcing the season’s colour story. Loewe’s current collection mirrors Loro Piana’s turquoise notes, while Gabriela Hearst and Prada invest in burnt orange tones that vibrate against turquoise and mint for a subtle yet impactful contrast. Prada further experiments with neutrals, expanding their combinations into unexpected pairings that feel both modern and enduring, resulting in the creation of pieces with **long-term staple potential**.

A consistent pattern across brand research is the use of a signature highlight shade each season, acting as a **recognisable colour marker**. In an era of political uncertainty and post-pandemic recalibration, consumers favour trusted silhouettes reimaged in these directional palettes, reflecting fashion’s cyclical nature while **introducing fresh, investment-worthy updates**.



VISUAL RESEARCH - colors

LOEWE, PRE-FALL 25



PRADA, A/W 25/26



LORO PIANA, A/W 25/26



HERMÈS, FALL 25



LOEWE, A/W 25/26



LOEWE, A/W 25/26

VISUAL RESEARCH - silhouettes

Silhouette exploration this season leans into draping, tie details, and the **interplay between fitted and relaxed sections of garments**. Emphasis on the natural waist and strategic use of excess fabric enhances movement, softening traditionally structured tailoring. Poplin shapes and loose chemises introduce a feminine counterpoint to hard-edged constructions, offering versatility and ease within a wardrobe that might otherwise skew rigid.

Co-ords remain a key story, evolving from S/S into F/W with matching sets of tops and skirts, tops and shorts, and dresses with cardigans. Knit twin sets, in particular, are gaining traction across Prada, Loro Piana, Hermès and Massimo Dutti. Massimo Dutti presents a nuanced take by pairing the same material and construction **ton-sur-ton**, creating seamless combinations that can be worn as sets or individually. This approach presents a **strategic opportunity to increase Units Per Transaction** while maintaining a cohesive seasonal palette.

Accessories continue to play a supporting role in driving style versatility. Long, narrow scarves are re-emerging, offering a subtle upsell option. Worn in monochrome pairings with tops or co-ords, they enhance overall outfit composition and provide brands with easy avenues for collection complementation and merchandising impact.



MASSIMO DUTTI, FALL 25



PRENZA SCHOULER, PRE-FALL 25
KING
REWEAY

DRAPES AND CASCADES



LOEWE, PRE-FALL 25



THE ROW, FALL 25



PROENZA SCHOULER, FALL 25



PHOEBE PHILO, COLLECTION D2025/2026



PRADA, F/W 2025/2026

TIED UP

BOTTEGA VENETA, FALL 25



COS, FALL 25



LOEWE, PRE-FALL 25



PROENZA SCHOULER, FW25



THE ROW, FALL 25



PRADA, F/W 25



LORO PIANA, FALL/WINTER 25/26

CO-ORDS



SHIRT DRESS



THE ROW, FALL 25



BOTTEGA VENETA, FALL 25



HERMÈS, FALL 25



LOEWE, SPRING 25



THE ROW, FALL 25



THE ROW, FALL 25

POPLIN VOLUMES



PHOEBE PHILO, COLLECTION D, 25



PROENZA SCHOULER, PRE-FALL 25



PROENZA SCHOULER, PRE-FALL 25



TORY BURCH, FALL 25



GABRIELA HEARST, A/W 25

LORO PIANA, F/W 25/26

VISUAL RESEARCH - surface design

Stripes emerge as the season's core pattern, ranging from classic, thin pinstripes to wider variations that maintain delicacy while introducing casual ease. Expanding on linear motifs, **pleats** add volume and movement, creating soft, feminine silhouettes across both tailored and relaxed styles.

Knits continue to play a key role, with **3D braided effects** elevating everyday pieces. Loro Piana showcases delicate iterations, while Bottega Veneta presents statement cardigans, highlighting texture as a key opportunity for twin-set styling and layered looks.

Sheer constructions in lightweight knits add subtle sensuality, particularly in essentials like t-shirts and turtlenecks, allowing for versatile layering. Clean, minimalist **base layers in fresh seasonal colours** encourage repeat purchases, fostering consumer trust in high-quality, comfortable fabrics with thoughtful finishes, free from itching tags or excessive detailing.



STRIPES

MASSIMO DUTTI, FALL 25



PRADA, FALL 25



TORY BURCH, FALL 25



PROENZA SCHOULER, FALL 25



THE ROW, FALL 25

PLEATS

MASSIMO DUTTI, FALL 25



LORO PIANA, S/S 25



GABRIELA HEARST, A/W 25



PROENZA SCHOULER, FALL 25



PRADA, PRE FALL 25



KNIT BRAIDS

RALPH LAUREN, PRE-FALL 25



THE ROW, FALL 25



PRADA, A/W 25



LORO PIANA, A/W 25/26



BOTTEGA VENETA, FALL 25



SHEER KNITS

BOTTEGA VENETA, FALL 25



MASSIMO DUTTI, FALL 25



TORY BURCH, FALL 25



THE ROW, FALL 25



PROENZA SCHOULER, PRE-FALL 25



VISUAL RESEARCH - details

Details this season lean toward soft, wearable iterations, with **buttons** emerging as a key design accent. Seen across multiple collections in mother-of-pearl, tonal, and contrasting colourways, buttons serve both functional and decorative purposes, adding quiet polish to minimalist silhouettes.

Utility remains a core design influence, integrated into refined collections through scrunch-adjustment ties, cargo pockets and other functional elements that double as embellishment. These details elevate wearability while reinforcing the **practical-luxury narrative**.

Twist detailing redefines otherwise simple pieces, adding directional interest through draped manipulations. Frequently placed at the shoulder—as in The Row's latest collection—or reinterpreted as focal points in accessories, such as Loewe's twisted shoe uppers, this technique **refreshes staple items with architectural nuance**.

Within quiet luxury's streamlined codes, **sailor collars** are re-emerging as a key neckline update. Offering a fresh take on polos, they bring structure while softening formality. The deliberate absence of buttons in these styles contrasts the season's broader button trend, introducing an ease and casual chicness that balances tailored construction.



BUTTON UP

MASSIMO DUTTI, FALL 25



LOEWE, FALL 25



THE ROW, FALL 25



THE ROW, FALL 25



PRADA, A/W 25



LORO PIANA, S/S 2025



UTILITY



TWISTS

LOEWE, PRE - FALL 25



PROENZA SCHOULER, PRE - FALL 25



THE ROW, FALL 25



COS, FALL 25



MASSIMO DUTTI, SPRING 25



THE ROW, FALL 25



SAILOR COLLAR

MASSIMO DUTTI, FALL 25



PROENZA SCHOULER, FALL 25



BOTTEGA VENETA, PRE-FALL 25



LORDO PIANA, A/W 25/26



THE ROW, FALL 25



PLANNING



ASSORTMENT - proportions research

Analysis of the last Autumn/Winter collections from The Row and Loro Piana informed the category distribution.

Using a target gender balance of 65% feminine and 35% masculine, I developed a proposed collection plan, visualizing proportional distribution across categories and gender.

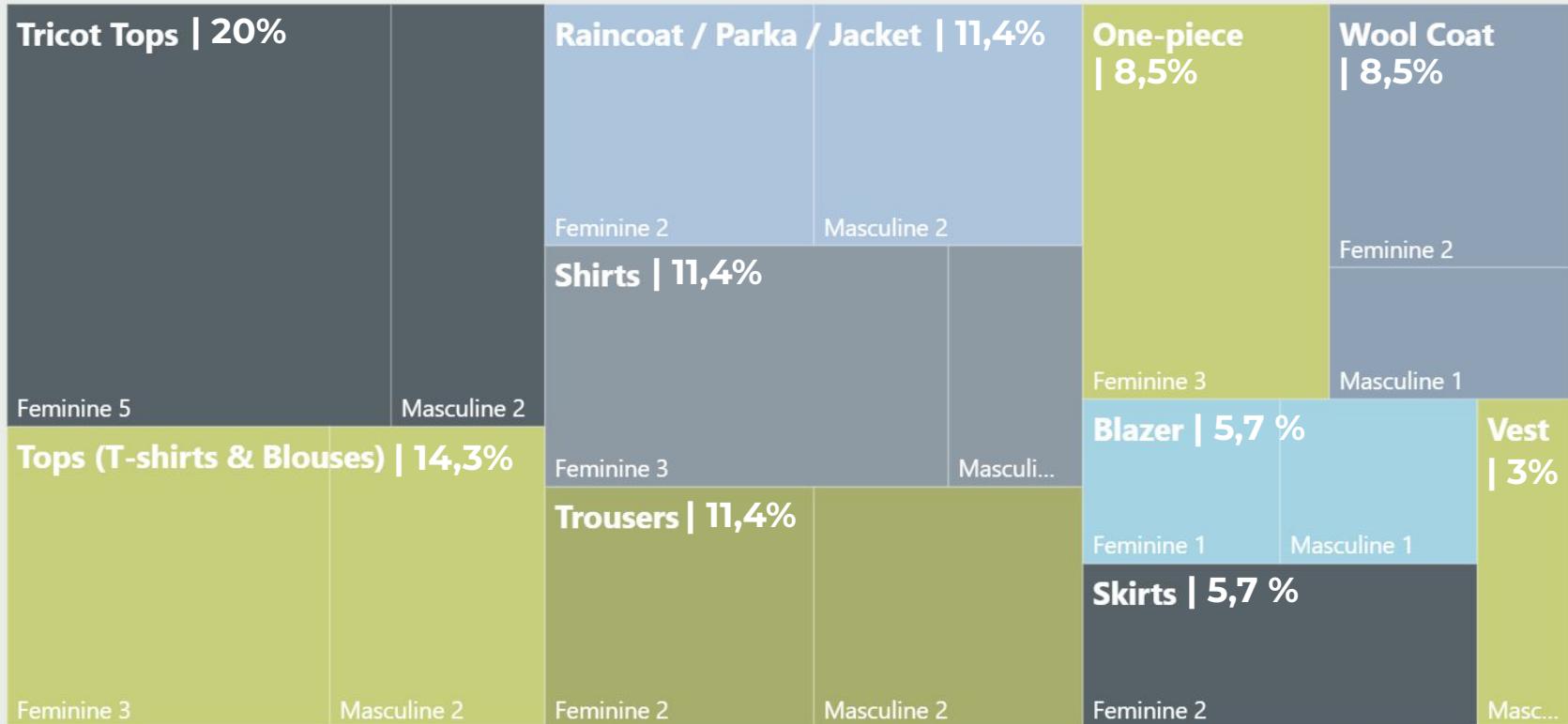
Item	Proposition	Loro Piana	The Row
Tops - T-shirts and Blouses	14,3% - 5 designs	20%	10%
Shirts	11,4% - 4 designs	11%	11%
Trousers	11,4% - 4 designs	19%	12,5%
Skirts	5,7% - 2 designs	5%	7%
Blazer	5,7% - 2 designs	1,5%	9,5%
Tricot tops	20% - 7 designs	25%	11%
One-piece	8,5% - 3 designs	2%	15%
Vest	3% - 1 designs	5%	0%
Rain Coat / Parkas / Jackets	11,4 % - 4 designs	10%	12%
Wool Coat	8,5% - 3 designs	1,5%	12%

Autumn/Winter Collection Fall and Winter Collections Average

ASSORTMENT - proportions

Category	Proposition 35 designs	65% Feminine 23 designs	35% Masculine 12 designs
Tops - T-shirts and Blouses	14,3% - 5 designs	3	2
Shirts	11,4% - 4 designs	3	1
Trousers	11,4% - 4 designs	2	2
Skirts	5,7% - 2 designs	2	0
Blazer	5,7% - 2 designs	1	1
Tricot tops	20% - 7 designs	5	2
One-piece	8,5% - 3 designs	3	0
Vest	3% - 1 designs	0	1
Rain Coat / Parkas / Jackets	11,4 % - 4 designs	2	2
Wool Coat	8,5% - 3 designs	2	1

ASSORTMENT - proportions



THE ENGINE



PYTHON CODING - the engine

What The Engine Does

Input - Research findings translated into structured data and probability distributions.

Process - Applies business rules and constraints to generate a balanced assortment.

Output - A complete, validated collection plan with design coherence and commercial viability.

Validation - Ensures all creative and commercial constraints (e.g., color rules, silhouette exclusions) are met.

Technical Execution

Built with Python, leveraging key libraries for data manipulation, statistical sampling, and logic enforcement:

random & Collections - For implementing weighted probability distributions and managing complex data structures.

Custom Rule Engine - Logic that codifies design strategy (e.g., "No shirt dresses for men," "Sailor collars only on tops").



Available on:

PYTHON CODING - the rules

Colors

Weighted distribution followed by random assignment of color

50% Group 01:



35% Group 2:



15% Group 3:



+ For categories that has fewer than 2 items per gender ,
only use groups 1 and 2 for color assortment.

Silhouettes

Weighted distribution followed by random assignment + extra logical rules

50% Group 01: basics, tied-up, drapes

35% Group 2: poplin volumes, shirt dress

15% Group 3: co-ords

- + At least one Shirt Dress
- + No Shirt Dress for Men
- + Co-ords only under the category 'Tops (T-shirts & Blouses)'

PYTHON CODING - the rules

Surface Design

Weighted distribution followed by random chances

50% Group 01: basics/plain

40% Group 2: sheer, stripe #1, stripe #2

10% Group 3: braids

+ At least one of each for each gender

Details

Random distribution: basics, utility, twists, sailor collar

+ At least one Shirt Dress

+ Sailor Collar only under the category 'Tops (T-shirts & Blouses)' and 'Tricot Tops'

PYTHON CODING - the output

COLLECTION TABLE WITH COMPLETED COLUMNS

Total products: 35

Category	Gender	Colors	Silhouettes	Surface	Details
Tops (T-shirts & Blouses)	Feminine	cocoa	co-ords	basics	basics
Tops (T-shirts & Blouses)	Feminine	winter moss	drapes	basics	twists
Tops (T-shirts & Blouses)	Feminine	meteorite	basics	basics	utility
Shirts	Feminine	winter moss	poplin	sheer	basics
Shirts	Feminine	autumn glaze	poplin	stripes 1	twists
Shirts	Feminine	autumn glaze	poplin	sheer	basics
Trousers	Feminine	frosted mint	poplin	basics	twists
Trousers	Feminine	cocoa	poplin	stripes 1	utility
Skirts	Feminine	white down	basics	basics	basics
Skirts	Feminine	white down	basics	braids	utility
Blazer	Feminine	meteorite	drapes	braids	utility
Tricot Tops	Feminine	meteorite	drapes	basics	utility
Tricot Tops	Feminine	spellbound	poplin	stripes 1	sailor collar
Tricot Tops	Feminine	morning mist	basics	basics	utility
Tricot Tops	Feminine	autumn glaze	shirt dress	basics	basics
Tricot Tops	Feminine	white down	shirt dress	basics	utility
One-piece	Feminine	meteorite	basics	sheer	basics
One-piece	Feminine	autumn glaze	shirt dress	basics	utility
One-piece	Feminine	morning mist	poplin	stripes 2	utility
Raincoat / Parka / Jacket	Feminine	spellbound	tied up	braids	utility
Raincoat / Parka / Jacket	Feminine	white down	shirt dress	sheer	utility
Wool Coat	Feminine	cocoa	poplin	basics	twists
Wool Coat	Feminine	winter moss	shirt dress	basics	utility
Tops	Masculine	cocoa	tied up	sheer	basics
Tops	Masculine	spellbound	tied up	sheer	utility
Shirts	Masculine	cocoa	poplin	stripes 1	utility
Trousers	Masculine	spellbound	poplin	sheer	twists
Trousers	Masculine	cocoa	poplin	stripes 2	utility
Blazer	Masculine	winter moss	tied up	sheer	basics
Tricot Tops	Masculine	autumn glaze	poplin	basics	sailor collar
Tricot Tops	Masculine	spellbound	drapes	sheer	sailor collar
Vest	Masculine	spellbound	poplin	stripes 1	twists
Raincoat / Parka / Jacket	Masculine	cocoa	basics	braids	utility
Raincoat / Parka / Jacket	Masculine	winter moss	poplin	sheer	utility
Wool Coat	Masculine	white down	poplin	basics	twists

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SUMMARY STATISTICS:

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Color Distribution:

autumn glaze: 5 pcs (14.3%)
 cocoa: 7 pcs (20.0%)
 frosted mint: 1 pcs (2.9%)
 meteorite: 4 pcs (11.4%)
 morning mist: 2 pcs (5.7%)
 spellbound: 6 pcs (17.1%)
 white down: 5 pcs (14.3%)
 winter moss: 5 pcs (14.3%)

Silhouette Distribution:

basics: 6 pcs (17.1%)
 co-ords: 1 pcs (2.9%)
 drapes: 4 pcs (11.4%)
 poplin: 15 pcs (42.9%)
 shirt dress: 5 pcs (14.3%)
 tied up: 4 pcs (11.4%)

Surface Distribution:

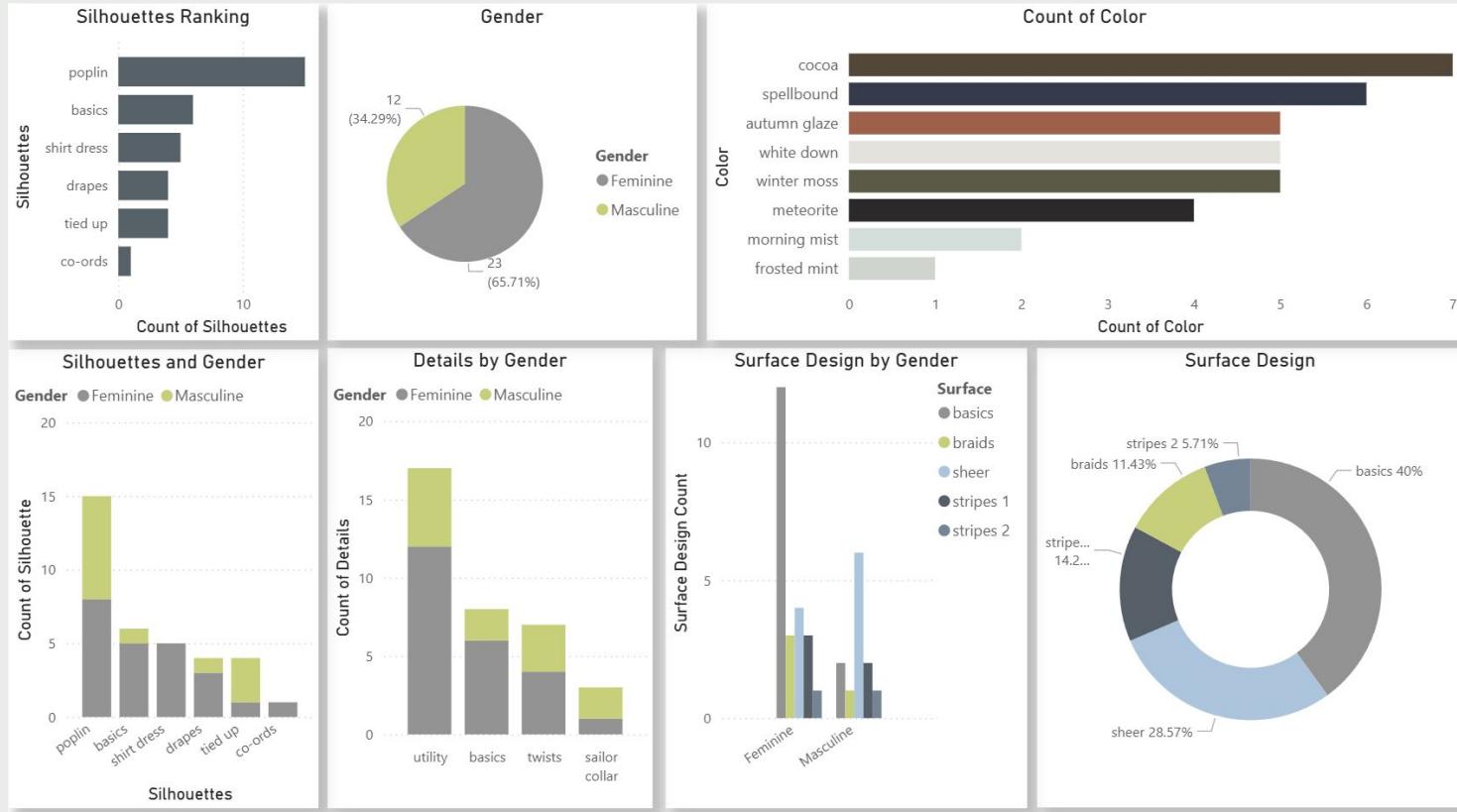
basics: 14 pcs (40.0%)
 braids: 4 pcs (11.4%)
 sheer: 10 pcs (28.6%)
 stripes 1: 5 pcs (14.3%)
 stripes 2: 2 pcs (5.7%)

Details Distribution:

basics: 8 pcs (22.9%)
 sailor collar: 3 pcs (8.6%)
 twists: 7 pcs (20.0%)
 utility: 17 pcs (48.6%)

DATA VISUALIZATION

OUTPUT OVERVIEW (PowerBI)



INSIGHTS ABOUT THE OUTPUT

Colors

The palette is anchored in **cocoa** (20%) and **spellbound** (17.1%), establishing a strong neutral base as intended.

There is a mismatch among dark neutrals, with **cocoa** dominating while **meteorite** accounts for only 11.4%.

Frosted mint is underrepresented, with just one piece, limiting its impact as an accent color.

Details

Utility details (48.6%) are strongly emphasized, aligning with current trends for functionality and practicality.

Silhouette

Poplin (15 pieces) is heavily featured, while **co-ords** remain minimal with only one piece, reducing silhouette diversity.

Surface Design

Distribution is generally balanced, but **sheer** (10 pieces) could be fine-tuned by reallocating some pieces toward **stripes 2** to justify print investments.

INSIGHTS ABOUT THE OUTPUT

General Evaluation

The output delivers a commercially safe assortment with a **strong basics** foundation and **utility** focus.

Opportunities exist to boost elements such as **co-ords**, accent colors, and diversified **prints** for a more dynamic mix.

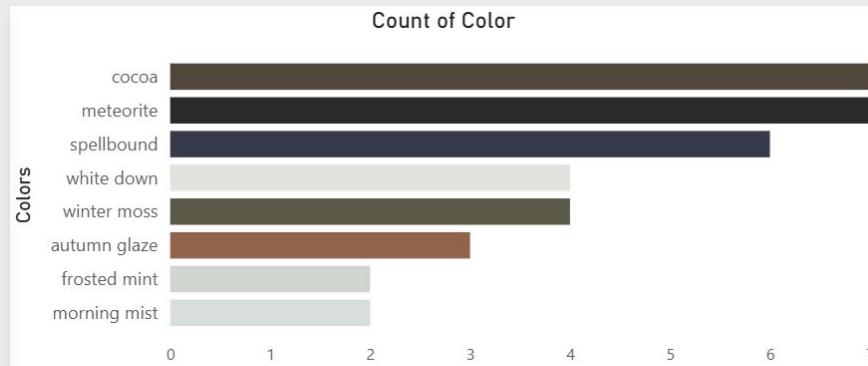
Final adjustments should align with brand strategy: either leaning into **bold trend statements or pursuing a more balanced** product matrix.

FINAL ASSORTMENT

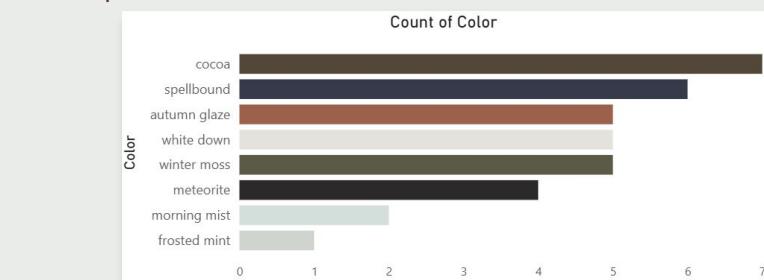


ADJUSTMENTS - color

After adjustments:



1st Output:

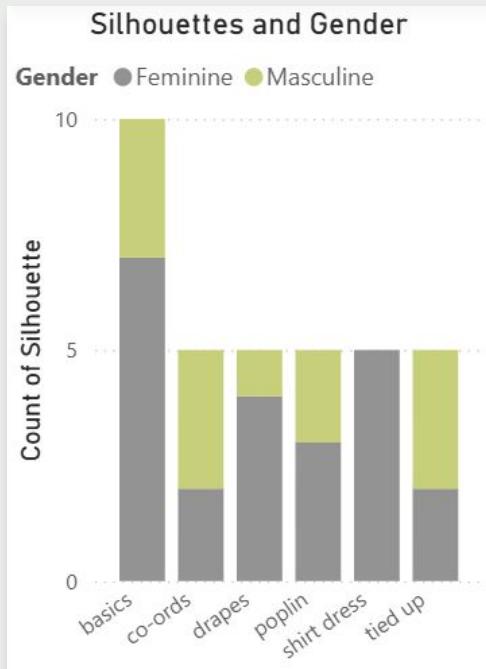


Final manual adjustments were applied to ensure a balanced color distribution across the assortment. The brown shade **Cocoa** and the black shade **Meteorite** were aligned to achieve equal representation, followed closely by the navy tone **Spellbound**.

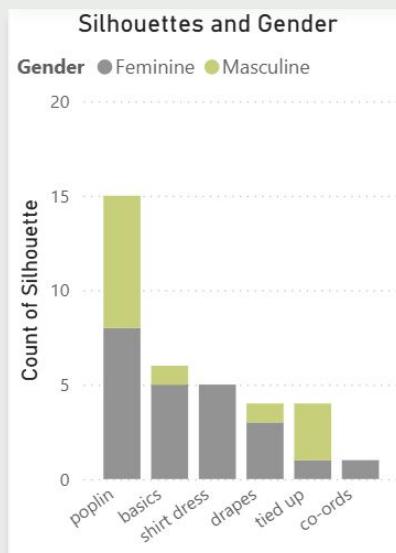
Additional refinements were made to maintain harmony among the **cold pastel tones**, while positioning the key accent shade, **Autumn Glaze** (burnt orange), as the leading highlight for the project.

ADJUSTMENTS - Silhouettes

After adjustments:



1st Output:

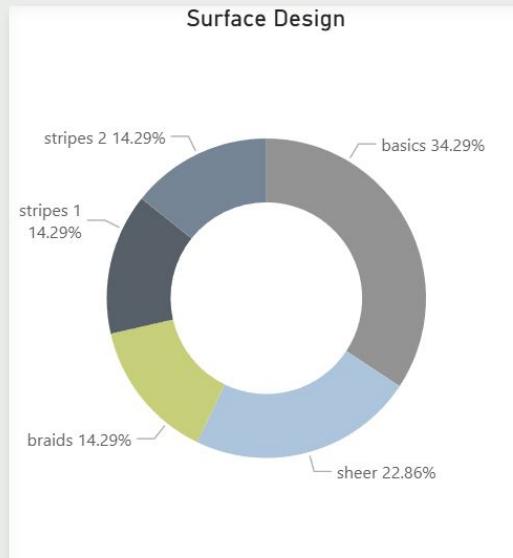


Silhouettes were manually refined to position core **basics** as the mainline of the collection, ensuring a balanced representation across key shapes with particular attention to **co-ords**.

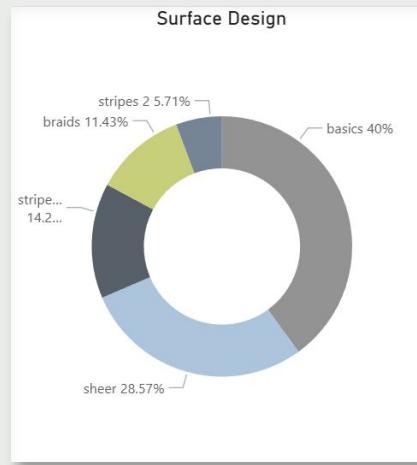
For the masculine assortment, the initial focus on **poplin** silhouettes was adjusted toward more commercially reliable shapes, creating a safer and more versatile product mix.

ADJUSTMENTS - Surface Design

After adjustments:



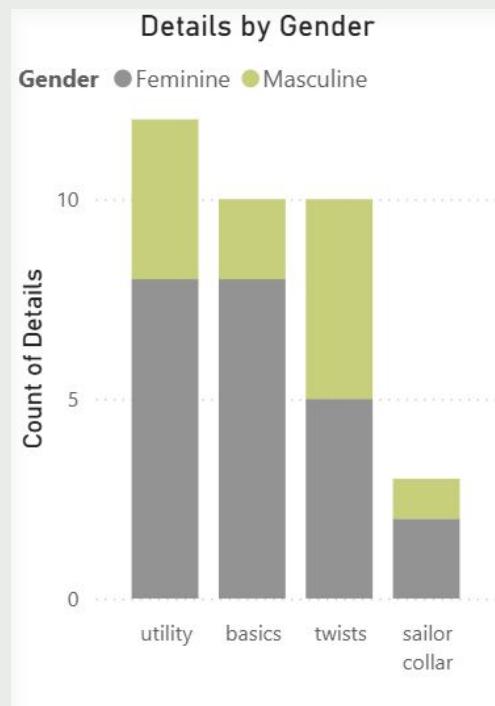
1st Output:



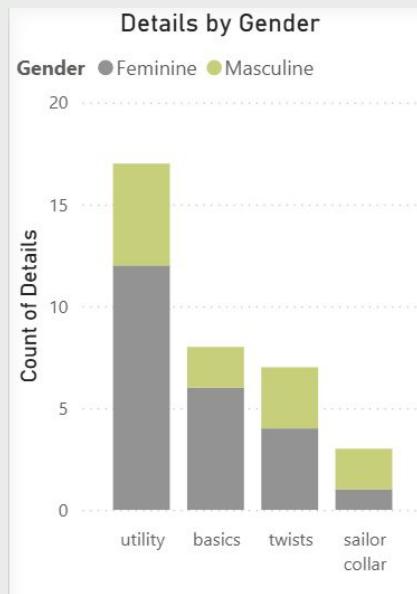
For surface design, the adjustments focused on balancing the use of **sheer** materials with the **stripe 2** print to justify investment in an exclusive pattern. Core **basics** were maintained as the main line of the collection, ensuring commercial stability while introducing subtle design interest.

ADJUSTMENTS - Details

After adjustments:



1st Output:



Silhouettes were manually refined to position core **basics** as the mainline of the collection, ensuring a balanced representation across key shapes with particular attention to **co-ords**.

For the masculine assortment, the initial focus on **poplin** silhouettes was adjusted toward more commercially reliable shapes, creating a safer and more versatile product mix.

Final Assortment

Category	Gender	Colors	Silhouettes	Surface	Details
Blazer	Feminine	meteorite	drapes	braids	utility
One-piece	Feminine	meteorite	basics	sheer	basics
One-piece	Feminine	frosted mint	shirt dress	basics	sailor collar
One-piece	Feminine	morning mist	poplin	stripes 2	utility
Raincoat / Parka / Jacket	Feminine	spellbound	tied up	braids	utility
Raincoat / Parka / Jacket	Feminine	white down	shirt dress	sheer	basics
Shirts	Feminine	winter moss	poplin	sheer	basics
Shirts	Feminine	autumn glaze	basics	stripes 1	twists
Shirts	Feminine	meteorite	tied up	stripes 2	basics
Skirts	Feminine	meteorite	basics	basics	basics
Skirts	Feminine	white down	basics	braids	utility
Tops (T-shirts & Blouses)	Feminine	cocoa	co-ords	stripes 2	basics
Tops (T-shirts & Blouses)	Feminine	winter moss	drapes	basics	twists
Tops (T-shirts & Blouses)	Feminine	meteorite	basics	basics	utility
Tricot Tops	Feminine	meteorite	drapes	basics	twists
Tricot Tops	Feminine	spellbound	co-ords	stripes 1	sailor collar
Tricot Tops	Feminine	morning mist	basics	basics	utility
Tricot Tops	Feminine	autumn glaze	shirt dress	braids	basics
Tricot Tops	Feminine	white down	shirt dress	stripes 2	basics
Trousers	Feminine	frosted mint	drapes	basics	twists
Trousers	Feminine	cocoa	basics	stripes 1	utility
Wool Coat	Feminine	cocoa	poplin	basics	twists
Wool Coat	Feminine	winter moss	shirt dress	basics	utility
Blazer	Masculine	winter moss	tied up	sheer	basics
Raincoat / Parka / Jacket	Masculine	cocoa	basics	braids	twists
Raincoat / Parka / Jacket	Masculine	meteorite	poplin	sheer	utility
Shirts	Masculine	cocoa	co-ords	stripes 1	utility
Tops	Masculine	cocoa	co-ords	basics	basics
Tops	Masculine	spellbound	tied up	sheer	utility
Tricot Tops	Masculine	autumn glaze	co-ords	basics	twists
Tricot Tops	Masculine	spellbound	drapes	sheer	sailor collar
Trousers	Masculine	spellbound	basics	sheer	twists
Trousers	Masculine	cocoa	tied up	stripes 2	utility
Vest	Masculine	spellbound	basics	stripes 1	twists
Wool Coat	Masculine	white down	poplin	basics	twists

SUMMARY STATISTICS:

Colors Distribution:

meteorite: 7 pcs (20.0%)
 frosted mint: 2 pcs (5.7%)
 morning mist: 2 pcs (5.7%)
 spellbound: 6 pcs (17.1%)
 white down: 4 pcs (11.4%)
 winter moss: 4 pcs (11.4%)
 autumn glaze: 3 pcs (8.6%)
 cocoa: 7 pcs (20.0%)

Silhouettes Distribution:

drapes: 5 pcs (14.3%)
 basics: 10 pcs (28.6%)
 shirt dress: 5 pcs (14.3%)
 poplin: 5 pcs (14.3%)
 tied up: 5 pcs (14.3%)
 co-ords: 5 pcs (14.3%)

Surface Distribution:

braids: 5 pcs (14.3%)
 sheer: 8 pcs (22.9%)
 basics: 12 pcs (34.3%)
 stripes 2: 5 pcs (14.3%)
 stripes 1: 5 pcs (14.3%)

Details Distribution:

utility: 12 pcs (34.3%)
 basics: 10 pcs (28.6%)
 sailor collar: 3 pcs (8.6%)
 twists: 10 pcs (28.6%)

CONCLUSION AND IMPACT

Conclusion

This project shows how data analytics and creative design can merge to make assortment planning more structured and insightful. By combining Python automation, Excel analysis, and Power BI visualization, **the project demonstrates how trend research can translate into rule-based, data-informed decisions.**

Proof of Concept Delivered

The engine successfully generated a complete assortment plan, providing clear insights into color balance, silhouette distribution, surface designs, and details. The Power BI dashboard turned these outputs into actionable visuals for quick evaluation.

Key Impact

Showcased how data-driven creativity can guide planning decisions without replacing design intuition.

Identified opportunities for fine-tuning assortments, such as rebalancing accent colors, silhouettes, and print investments.

Highlighted the potential for iterative improvement and long-term exploration, including predictive analytics or system integrations.

NEXT STEPS

Enhance the Engine

Add more rules, categories, and flexibility to handle different seasons or product lines.

Pilot & Validate

Compare outputs with sales and design data to check accuracy and relevance.

User Feedback & Iteration

Share results with peers or industry professionals to gather insights and refine the logic.

Explore Future Potential

Experiment with AI forecasting or system integrations as optional, longer-term directions.



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