



Proof Of Concept Omnilytics Data

Fashion Market Insights Platform • www.omnilytics.co



Omnilytics background

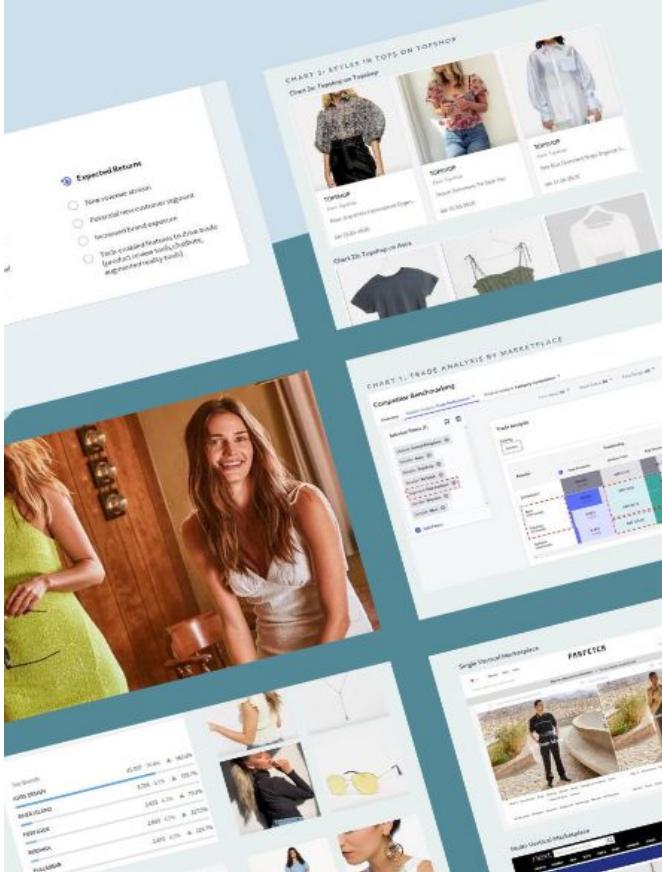
Omnilytics is a fashion market insights platform, powering business decision-making with deep and actionable insights.

Our technological innovation bolsters business agility with data-driven insights. We make it easy for anyone in the industry to extract valuable and actionable insights.

Omnilytics USP

We bring you live market data that we own and control. Through the Omnilytics dashboard, you will be able to drill down numbers and build a future proof business strategy.

Our data spans over 800 retailers' websites, more than 85,000 brands across 49 countries. Product data such as price, colour, discount and sizes are monitored and updated on a 24 hours basis to your fingertips.



What Omnilytics does

We help our clients and partners understand current market sentiment. We add-value to your business through:

- Aligning your fashion teams with live market trends across product, price, discounts/promotions, demand and marketing strategies.
- Setting your fashion business ahead of your competition with actionable insights that validate your business strategies with a 360 view of market demand.
- Analysing effective discount/promotion strategies to align with marketing and visual merchandising plan aligned with target markets.
- Informing your assortment strategies that is aligned with your target customers through identifying consumer demand immediately.
- Pricing competitively and optimizing margins through identifying consumer perceived price point and competitors pricing strategies.

Omnilytics Package



Standard Package: Rp. 5000,000/month

- Select 1 out of 2: Competitor Benchmarking & Trend Performance
- 1 Market monitoring- Indonesia
- 1 User Access
- 0 New brand scrapping
- No Dedicated Client Success manager and Onboard with Group Onboarding

Additional Modules:

- Trend Performance : IDR 1,100,000/month
- Ageing Analysis: IDR 750,000/month
- Calendar : IDR 750,000/month
- Visual Merchandising: IDR 750,000/month

Additional Market: IDR 1,100,000/month

Additional User Access: IDR 230,000/month

Additional Brand Scrapping:

- <1K : 110,000/month
- 1k-40k: 320,000/month

Omnilytics Package



Modules	Standard	Enterprise
Competitors Benchmarking	Planning the Product Assortment by understanding the consumer demands from monitoring the products performance	Planning the Product Assortment by understanding the consumer demands from monitoring the products performance
Trend Performance		Monitor shifting trends and recognise profitable opportunities
Ageing Analysis		Review the inventory based on category, color, price and discount that will help Brands to understand their strength and their weakness on their product assortment
Calendar		Prepare the right time to launch the product and discount the product based on the market condition
Visual Merchandising		Improve Marketing performance by monitoring the activity and engagement from other Brands' homepage and newsletter

Omnilytics Modules



Modules	Enterprise
Competitors Benchmarking	Planning the Product Assortment by understanding the consumer demands from monitoring the products performance
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Problems

Brands using Internal data as the benchmark to prepare the next collections. They don't have the visibility of External Data (Market Data).

The Brands make assumptions and using their subjectivity to make decisions.

This will impact to the Brands Category Assortment, Pricing Strategy, promotion Strategy, etc.

Solutions

Omnilytics as a Fashion market Insight company, provides a data analytics that will help the Fashion Brands or Retailers to understand the consumer demands and unveil the gap or opportunity in the market.

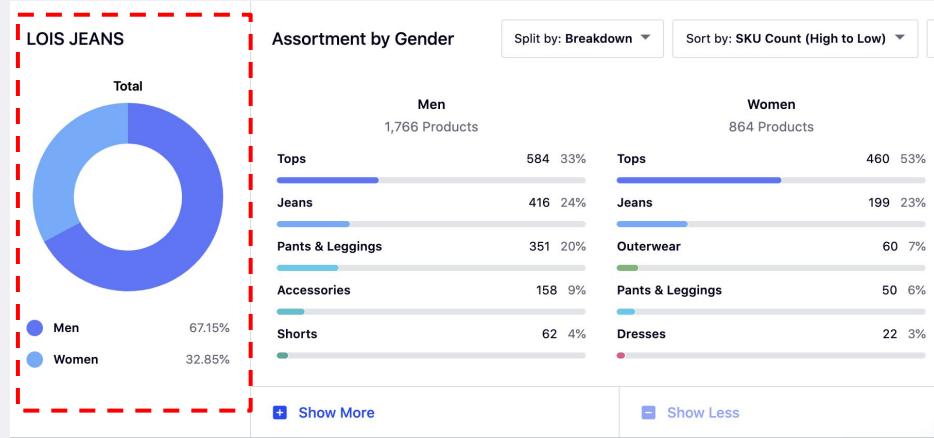
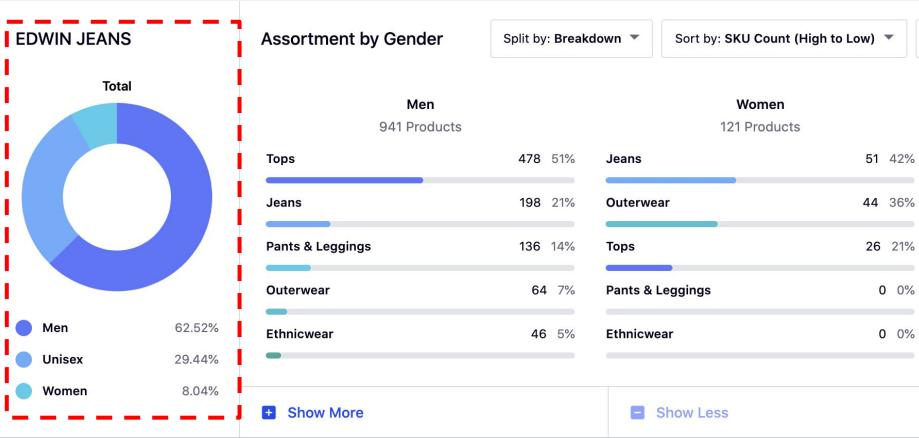
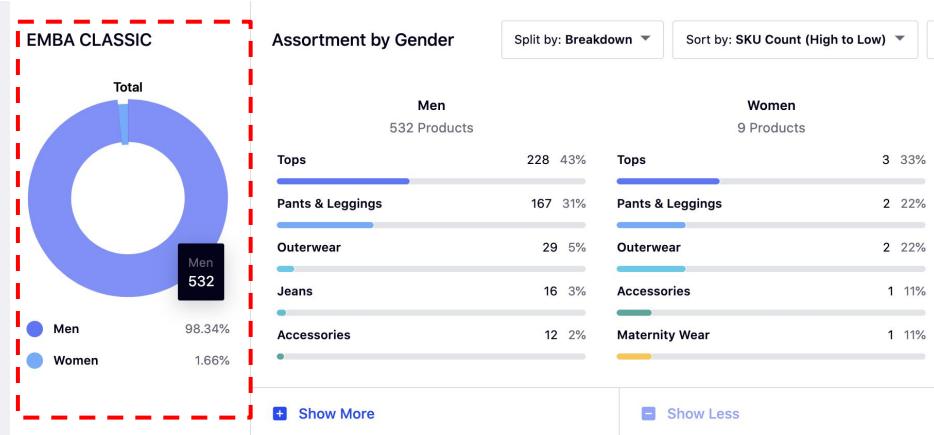
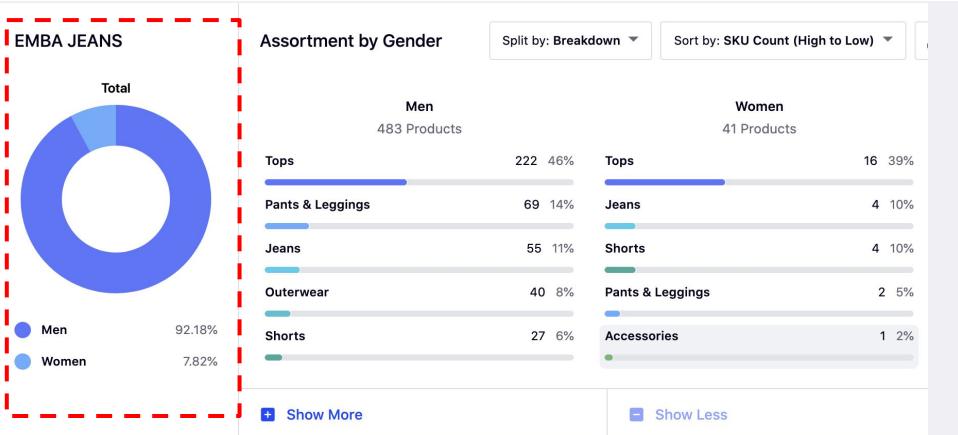
Omnilytics help The fashion brands or Retailers analyze the Category Assortment, Pricing, Promotion, Color, Material, Size from other Brands or Retailers, that will help the Brand to make a wise decisions from the external data.



Competitor Benchmarking Module

Identify the opportunity in the Market by understanding the Category Assortment, Pricing Strategy, Promotion Strategy, Color, Size, and material based on the market demands and competitors point of view.

Retailers Analysis- Gender Opportunity

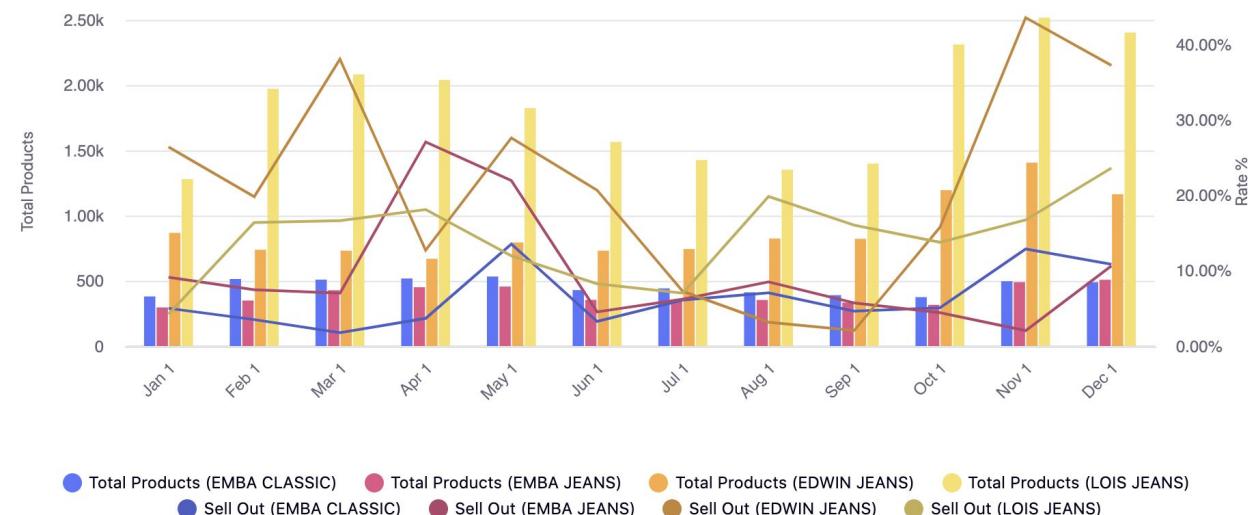




Retailers Analysis- Trade Movement Analysis

By Brand

Total Products 7,607	Full Price 5,495	Discounted 6,810	Sell Out 60.08%	New In 59.20%
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Use cases:

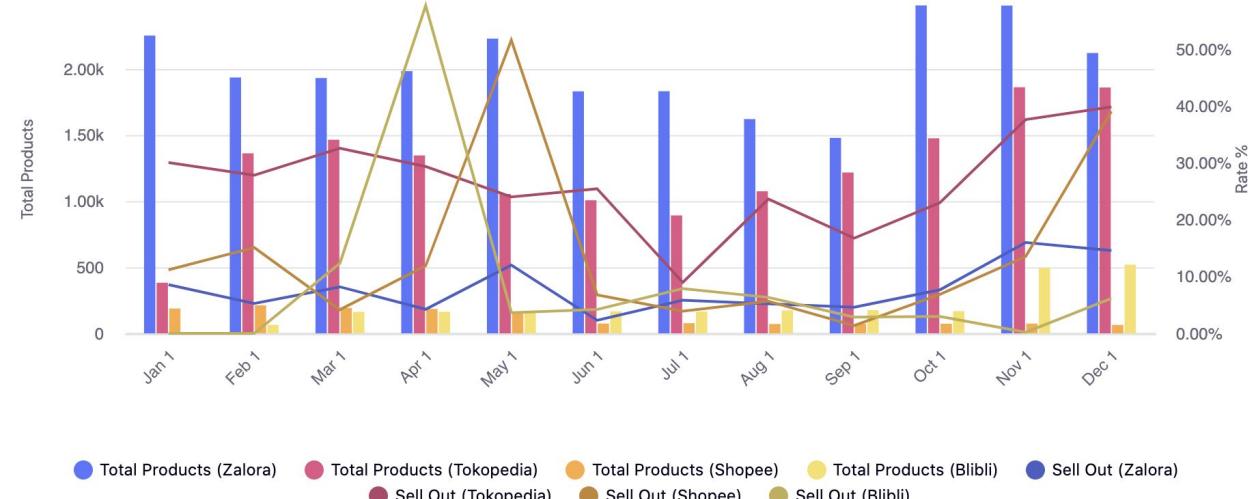
- Understanding what happen with the other Brands or Retailers, to be align with Market condition.
- Understanding Retailers performance to better allocate the right products for the right customers.

Retailers Analysis- Trade Movement Analysis



By Retailers

Total Products	Full Price	Discounted	Sell Out	New In
7,607	5,495	6,810	60.08%	59.20%



Use cases:

- Understanding what happen with the other Brands or Retailers, to be align with Market condition.
- Understanding Retailers performance to better allocate the right products for the right customers.

Retailers Analysis- Trade Movement Analysis



By Retailers



Understanding the Retailers positioning dan performance from the stock and sell out rate products.

Positioning: Zalora and Tokopedia are 2 retailers that Brands focused on their inventory

Performance: Tokopedia is the only one Market Places that the sell out rate driven by Full Price Products, meanwhile the rest are driven by Discounted products.

Retailers Analysis- Trade Movement Analysis



By Brand



Understanding Brands positioning and Performance

Positioning: Lois Jeans has the highest number of SKU compared to the other Brands

Performance: Emba Sell out driven mostly by discounted products, whereas Edwin and Lois the percentage sell out rate between Full Price and Discounted is almost 50- 50

Retailers Analysis- Price Distribution



By Brand

Price Summary by Brand



Brand	Median	Price Spread
All Brands	IDR 230,170.32	IDR 166,136.23 - IDR 322,195.47
EMBA CLASSIC	IDR 223,495.85	IDR 185,969.24 - IDR 294,437.91
EMBA JEANS	IDR 214,602.74	IDR 175,621.64 - IDR 278,649.23
EDWIN JEANS	IDR 162,833.19	IDR 102,394.89 - IDR 239,165.49
LOIS JEANS	IDR 269,603.24	IDR 198,030.47 - IDR 360,575.09

Understanding the price distribution for Brands or Retailers

Retailers Analysis- Price Distribution



By Brand



Understanding the price distribution for Brands or Retailers

Use cases:

- To monitor and compare what price range performs best for their competitor/adjacent brands to make sure that they are not pricing too high or too low in the market.
- To better allocate their product based on a price range on different marketplaces because different marketplaces have a different performing price range.

Retailers Analysis- Discount Distribution



By Brand

Price Status: All ▾

Stock Status: All ▾

Price Range: All ▾

Group by: Brand ▾

Date Range: Oct 1, 2020 – Dec 31, 2020 ▾

Discount Summary by Brand

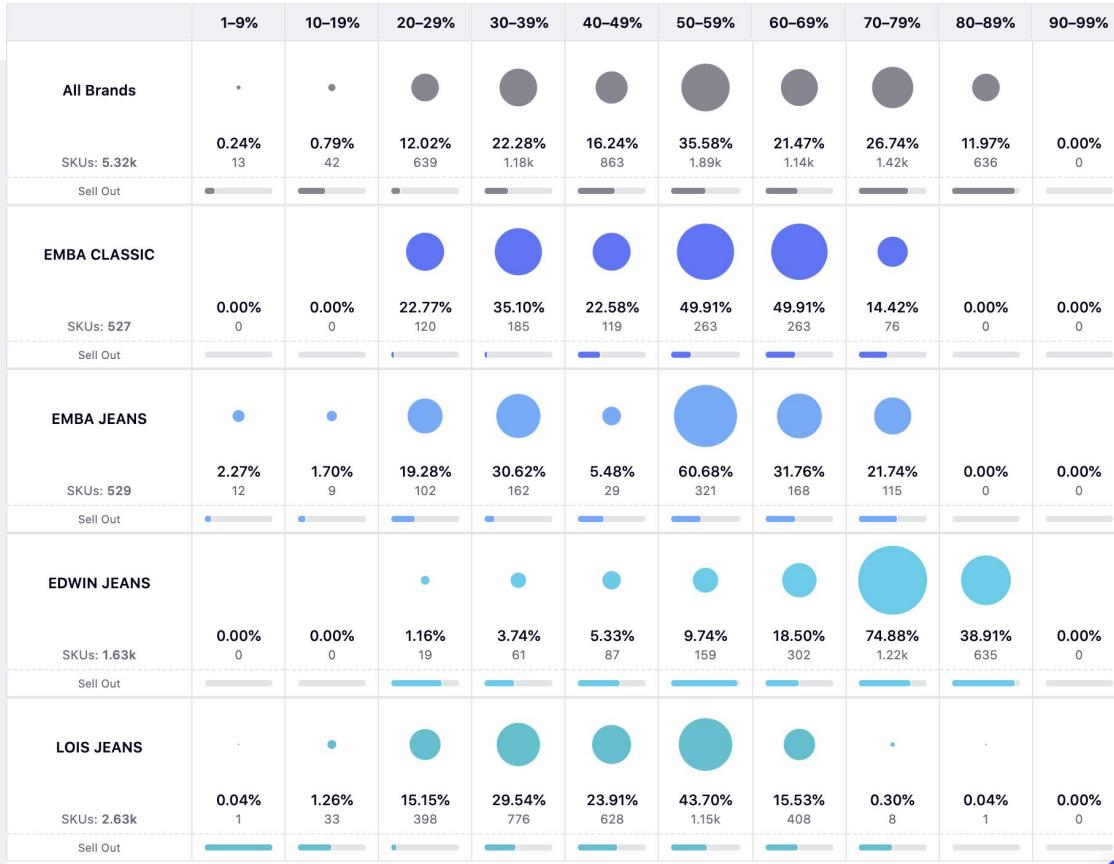
Brand	Avg. Discount %	Discount Spread %
All Brands	54.1%	40.7% - 68.8%
EMBA CLASSIC	50.1%	39.8% - 58.8%
EMBA JEANS	48.3%	39.7% - 56.8%
EDWIN JEANS	72.7%	68.6% - 78.4%
LOIS JEANS	43.3%	32.7% - 53.1%

Understanding the Discount distribution for Brands or Retailers



Retailers Analysis- Discount Distribution

By Brand



Understanding the Discount distribution for Brands or Retailers

Use cases:

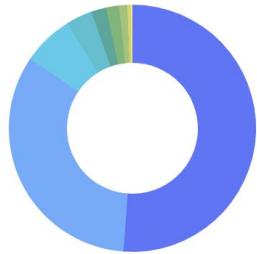
- To monitor and know what discount performs the best for their competitor so that they can benchmark their promotion strategy better in the market.
- To better allocate their product range based on a discount based on customer preference on different marketplaces.

Product Analysis- Category composition

Emba vs Market Places

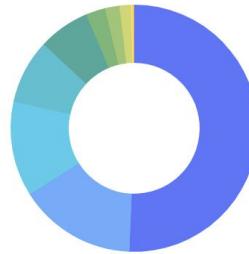


EMBA CLASSIC
527 Products



Tops	238	45%
Pants & Leggings	155	29%
Outerwear	31	6%
Jeans	16	3%
Accessories	9	2%
Ethnicwear	8	2%
Activewear	5	1%
Shorts	2	0%

EMBA JEANS
529 Products



Tops	240	45%
Pants & Leggings	73	14%
Jeans	59	11%
Outerwear	40	8%
Shorts	32	6%
Accessories	12	2%
Shoes	9	2%
Ethnicwear	7	1%

Use Cases:

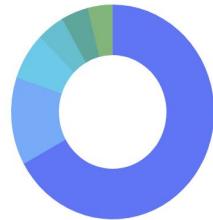
- Identify categories/sub-categories that are trading well in the market that resonates to their brand in order to offer the right assortment to their consumer.
- To know if there's any other category/sub-category aside from their current offering that they can tap into in order to maximise their revenue.
- Before expanding into a new category, they want to better understand how this category is performing in the market in order to minimise the risk of offering products that are exiting the market.

Product Analysis- Category composition

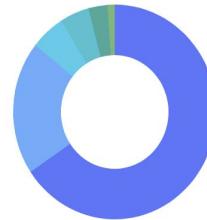
Emba vs Market Places



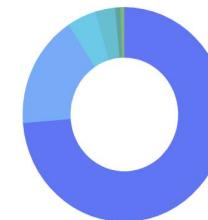
Zalora
65.3k Products



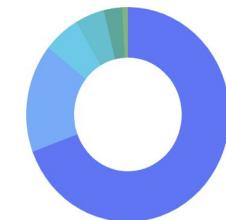
Tokopedia
79.3k Products



Shopee
65.8k Products



Blibli
29.2k Products



Tops	43,715	67%
Outerwear	8,654	13%
Pants & Leggings	4,603	7%
Ethnicwear	2,886	4%
Jeans	2,824	4%
Shorts	2,579	4%

Tops	52,040	66%
Outerwear	15,983	20%
Ethnicwear	4,355	5%
Pants & Leggings	3,658	5%
Jeans	2,423	3%
Shorts	888	1%

Tops	48,534	74%
Outerwear	11,215	17%
Pants & Leggings	3,053	5%
Jeans	2,079	3%
Shorts	530	1%
Ethnicwear	403	1%

Tops	20,257	69%
Outerwear	4,778	16%
Pants & Leggings	1,711	6%
Jeans	1,355	5%
Shorts	850	3%
Ethnicwear	260	1%

Use Cases:

- Identify categories/sub-categories that are trading well in the market that resonates to their brand in order to offer the right assortment to their consumer.
- To know if there's any other category/sub-category aside from their current offering that they can tap into in order to maximise their revenue.
- Before expanding into a new category, they want to better understand how this category is performing in the market in order to minimise the risk of offering products that are exiting the market.



Product Analysis- Trade Analysis of Top 5 categories position and performance

All Brands : EMBA, LOIS, EDWIN



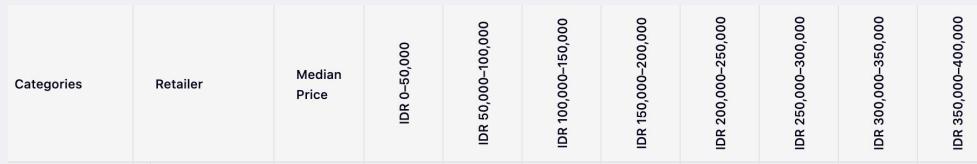
Use Cases:

- Validated categories/sub-categories that are trading well in the market that resonates to their brand in order to offer the right assortment to their consumer.
- To know if there's any other category/sub-category aside from their current offering that they can tap into in order to maximise their revenue.
- Before expanding into a new category, they want to better understand how this category is performing in the market in order to minimise the risk of offering products that are exiting the market.

Price Analysis



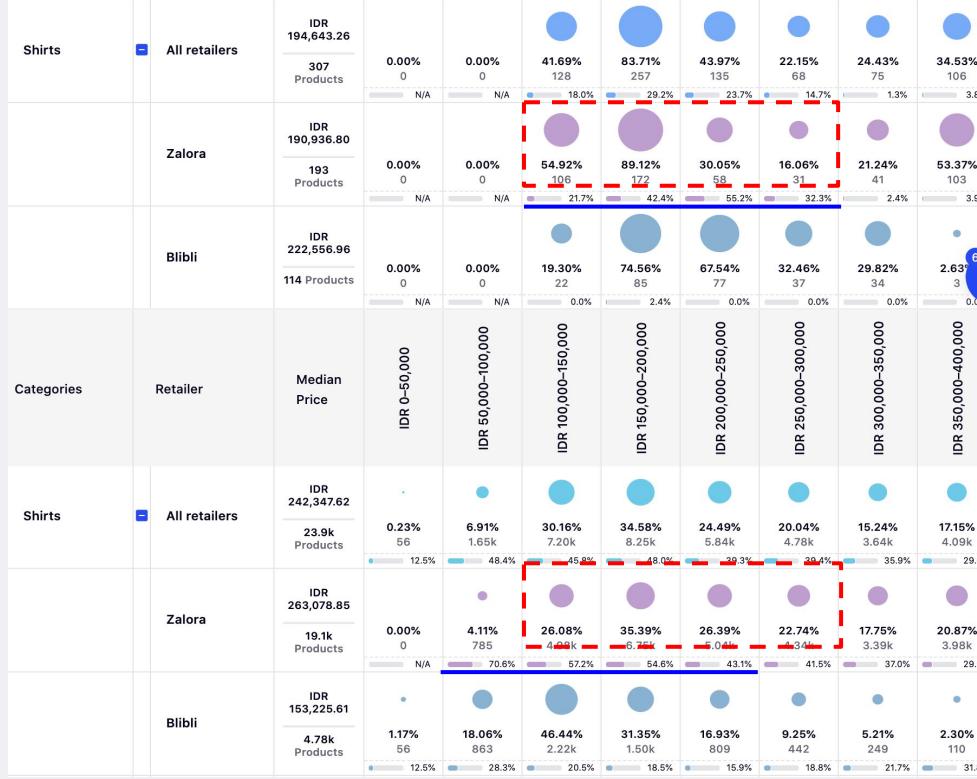
EMBA JEANS Pricing Analysis



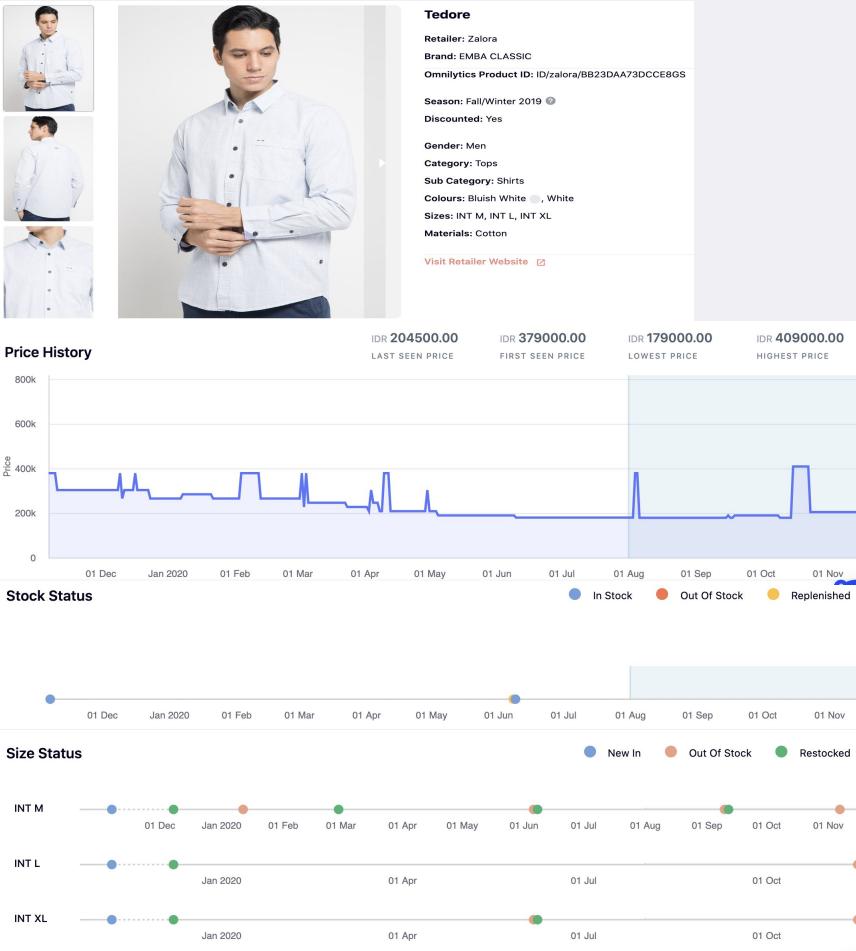
Use Cases:

- To monitor and compare what price range performs best for their competitor/adjacent brands to make sure that they are not pricing too high or too low in the market.
- To better understand what is the right price point to set for the right product so that they know how to better price their products on consumer perceived price point.
- To better allocate their product based on a price range on different marketplaces because different marketplaces have a different performing price range.

Zalora & Blibli Pricing Analysis



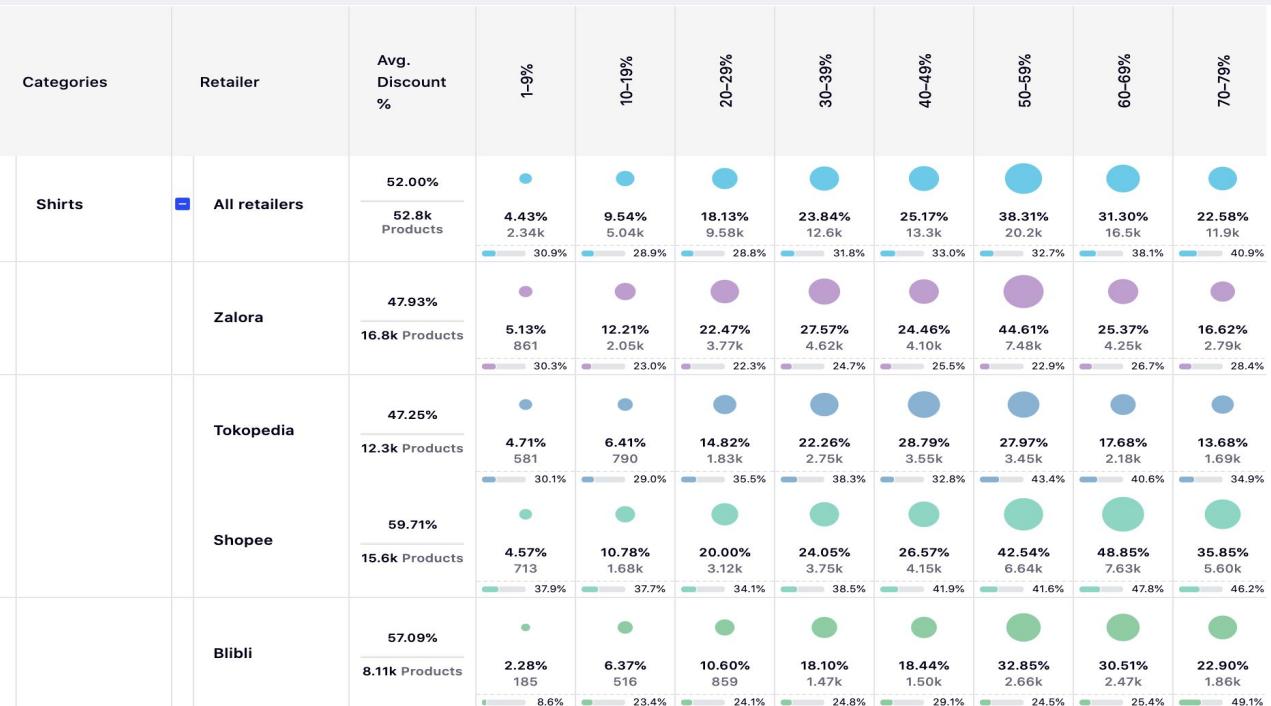
Pricing Strategy



Todore has been launched in November 2019 and the article remain until now.

We can see the pricing strategy from Zalora. They start with RP. 409.000 but selling first time at RP. 379.000 and the lowest price is Rp. 1790.000. However the last seen price is higher than the lowest price, it is Rp. 204.500, its look like do the temporary discount.

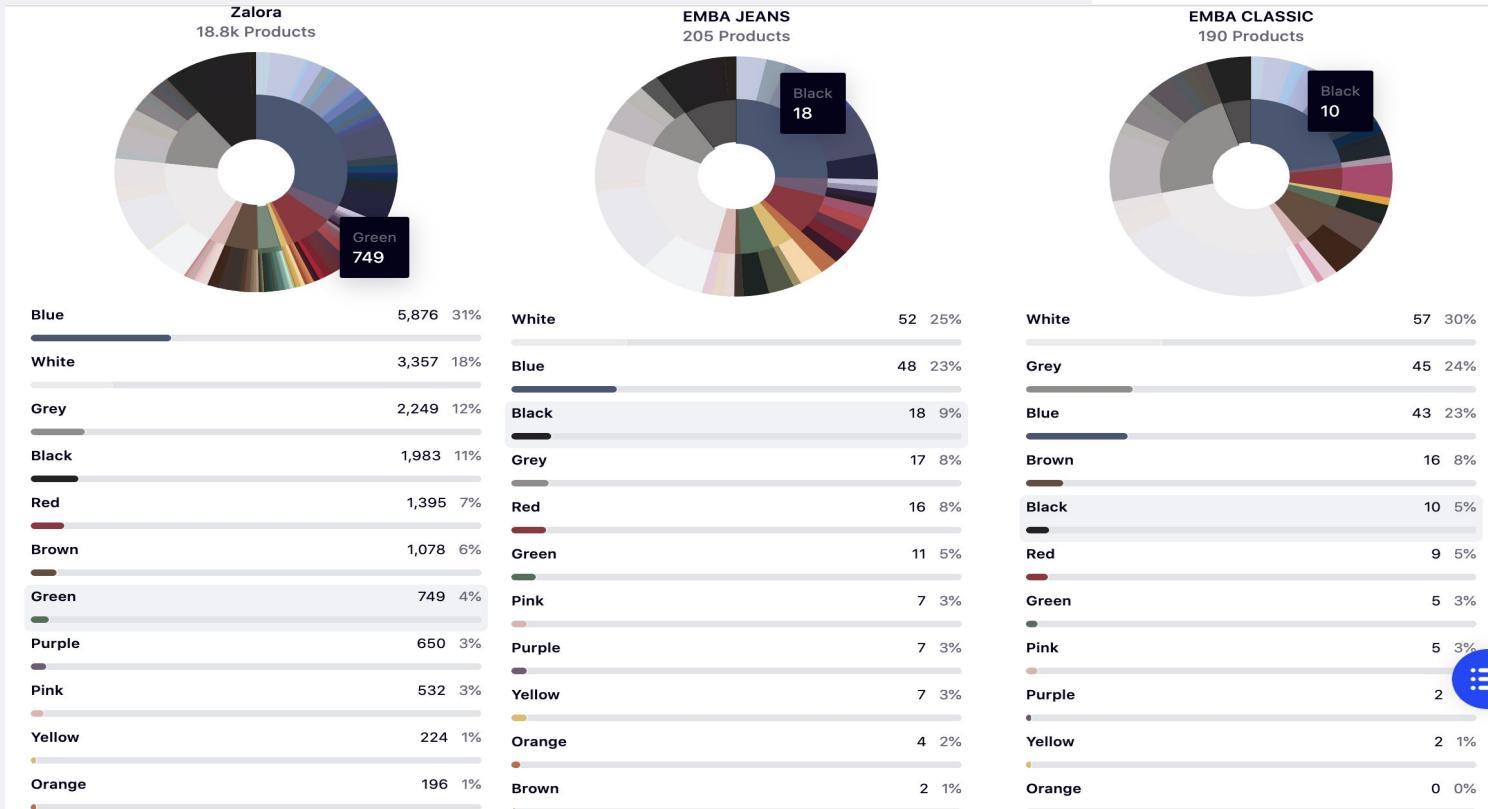
Discount Analysis



Use Cases:

- To monitor and know what discount performs the best for their competitor so that they can benchmark their promotion strategy better in the market.
- To better understand what is the common discount to set for the product so that they know how to give a better discount for their products to attract more customers
- To better allocate their product range based on a discount based on customer preference on different marketplaces.
- To compare the discount of the Brands based on category/Sub- Category or SKU that has the similarity with the Brand Competitor to make sure that they are not discounting the products under or above the Competitor for similar products.

Color Analysis



Use Cases:

- To monitor what color that trending and on demands in the market places.
- Comparing Brands color for category/subcategories with other brands or Demands in the Retailers to find opportunity



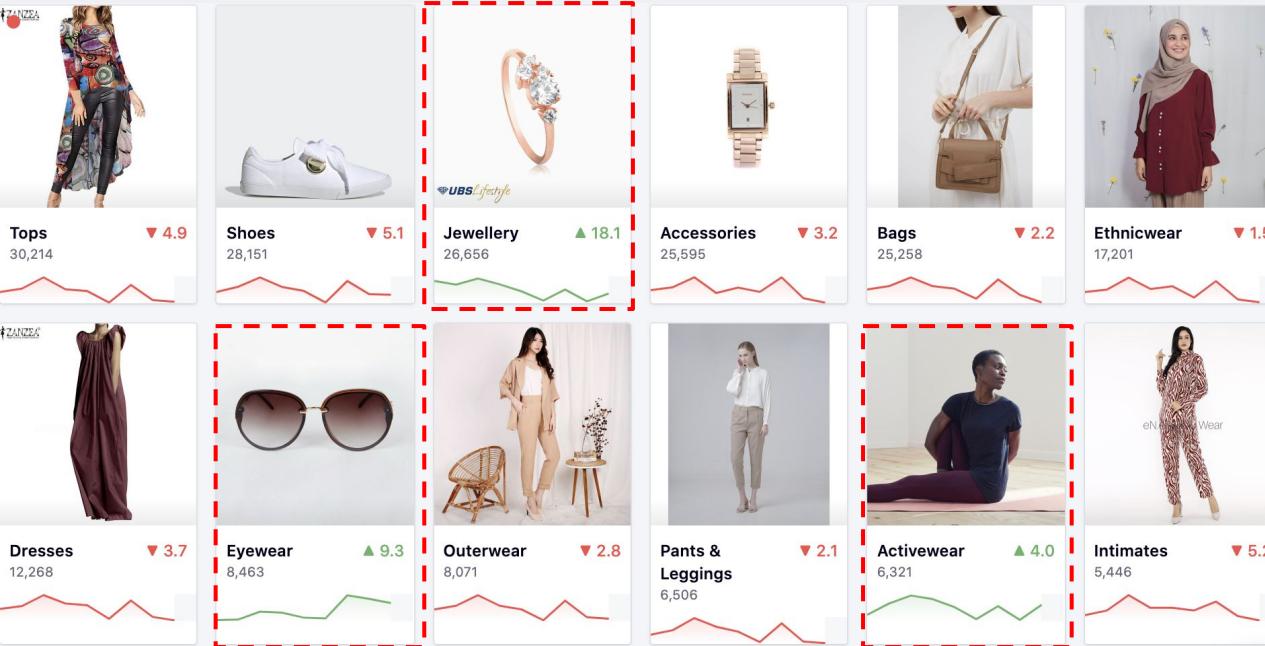
Case Study - Tops Shopee

Trend Performance:

Monitor shifting trends and recognise profitable opportunities

Period of Analysis: January - November 2020

Trend Performance



Monitoring the Trend Performance Shopee

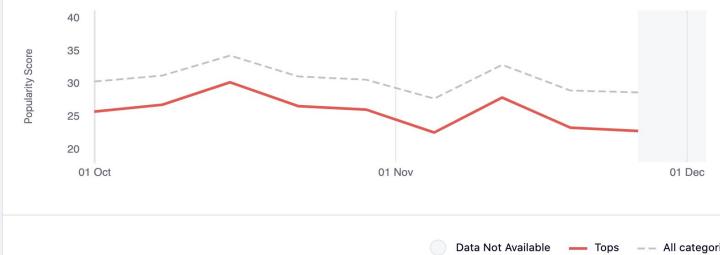
During October- November we can see that Jewellery, Eyewear and Activewear are the 3 categories that have the highest number of Sku launch in Shopee.

New Tops Launch on October- November



Shopee

Trend Performance for Tops



ZANZEA
from Shopee

ZANZEA Blus Casual Wanita dengan M...

IDR 166,600.00–327,838.23



BERRYBENKA

from Shopee

Berrybenka - Orene Bo...

IDR 269,000.00



BERRYBENKA

from Shopee

Berrybenka - Olivier Co...

IDR 249,000.00



KALLA STUDIO

from Shopee

kasual : venus

IDR 439,000.00



NONA

from Shopee

NONA Renaissance Top...

IDR 239,000.00



NONA

from Shopee

NONA Frilly Top Azure ...

IDR 249,000.00



NONA

from Shopee

NONA K-Renaissance T...

IDR 239,000.00

Need a band?



Closely monitor for each category or subcategory we can see products that have been launch during October - November in Shopee.



Case Study - Zanzea Shopee

Ageing Analysis:

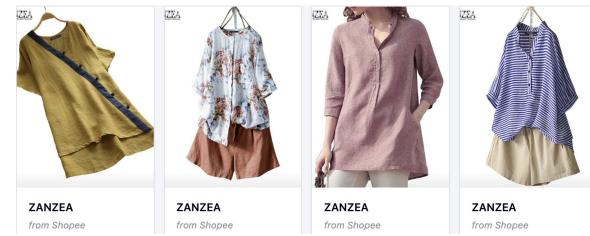
Crack the code for older stocks to plan the next move in real-time

Period of Analysis: January - November 2020

Ageing Analysis



Ageing Bracket	Total Sellout	Days to Sellout							
		181–210 days	211–240 days	241–270 days	271–300 days	301–330 days	331–360 days	361–390 days	391–420 days
Dresses 1.74k	3.75%	5.05% 88	13.77% 240	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0
Tops 822	5.28%	10.10% 83	37.35% 307	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0
Outerwear 220	1.78%	3.18% 7	12.73% 28	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0
Pants & Leggings 186	3.13%	16.13% 30	23.66% 44	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0
Jumpsuits & Playsuits 130	1.50%	11.54% 15	13.85% 18	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0
Skirts 91	4.12%	20.88% 19	23.08% 21	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0
Ethnicwear 57	0.00%	3.51% 2	1.75% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0
Intimates 24	7.69%	0.00% 0	4.17% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0



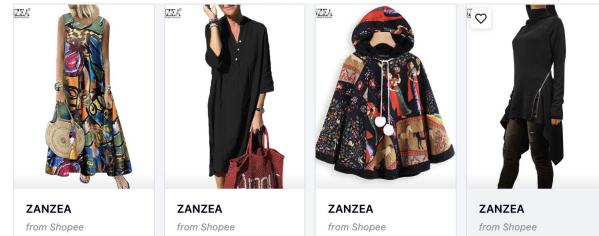
Understanding the inventory position for Zanzea in Shopee

There are example of 307 SKUs under Tops after 211-240 days.

Ageing Analysis



Ageing Bracket	Total Sellout ?	181-210 days	211-240 days	241-270 days	271-300 days	301-330 days	331-360 days
Black 289	7.69%	6.92% 20	55.36% 160	0.00% 0	0.00% 0	0.00% 0	0.00% 0
Blue 271	4.88%	6.64% 18	37.64% 102	0.00% 0	0.00% 0	0.00% 0	0.00% 0
Grey 240	4.35%	3.75% 9	35.42% 85	0.00% 0	0.00% 0	0.00% 0	0.00% 0
Red 152	4.38%	11.18% 17	50.00% 76	0.00% 0	0.00% 0	0.00% 0	0.00% 0
White 142	1.39%	11.27% 16	36.62% 52	0.00% 0	0.00% 0	0.00% 0	0.00% 0
Brown 131	6.43%	6.11% 8	45.80% 60	0.00% 0	0.00% 0	0.00% 0	0.00% 0
Pink 94	3.03%	7.45% 7	36.17% 34	0.00% 0	0.00% 0	0.00% 0	0.00% 0
Yellow 92	1.05%	13.04% 12	31.52% 29	0.00% 0	0.00% 0	0.00% 0	0.00% 0



Understanding the inventory position for Zanzea

There are example of SKUs under Black color after 211-240 days.

Ageing Analysis



Ageing Bracket	Total Sellout ?	181-210 days	211-240 days	241-270 days	271-300 days	301-330 days	331-360 days	
IDR 0-50,000 1	100.00%	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	
IDR 50,000-100,000 0	0.00%	N/A 0	N/A 0	N/A 0	N/A 0	N/A 0	N/A 0	
IDR 100,000-150,000 131	7.14%	20.61% 27	41.22% 54	0.00% 0	0.00% 0	0.00% 0	0.00% 0	 ZANZEA from Shopee
IDR 150,000-200,000 894	4.07%	11.97% 107	39.49% 353	0.00% 0	0.00% 0	0.00% 0	0.00% 0	 ZANZEA from Shopee
IDR 200,000-250,000 1.50k	2.52%	7.33% 110	16.00% 240	0.00% 0	0.00% 0	0.00% 0	0.00% 0	 ZANZEA from Shopee
IDR 250,000-300,000 727	1.57%	0.96% 7	4.26% 31	0.00% 0	0.00% 0	0.00% 0	0.00% 0	 ZANZEA from Shopee
IDR 300,000-350,000 95	0.24%	0.00% 0	6.32% 6	0.00% 0	0.00% 0	0.00% 0	0.00% 0	
IDR 350,000-400,000 22	0.00%	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	
IDR 400,000-450,000 3	0.00%	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	
IDR 450,000-500,000 N/A	0.00%	N/A 0	N/A 0	N/A 0	N/A 0	N/A 0	N/A 0	

Understanding the inventory position for Zanzea.

There are example of SKUs under price range Rp. 100.000- Rp. 150.000 after 211-240 days.



Case Study - Tops

Shopee

Calendar:

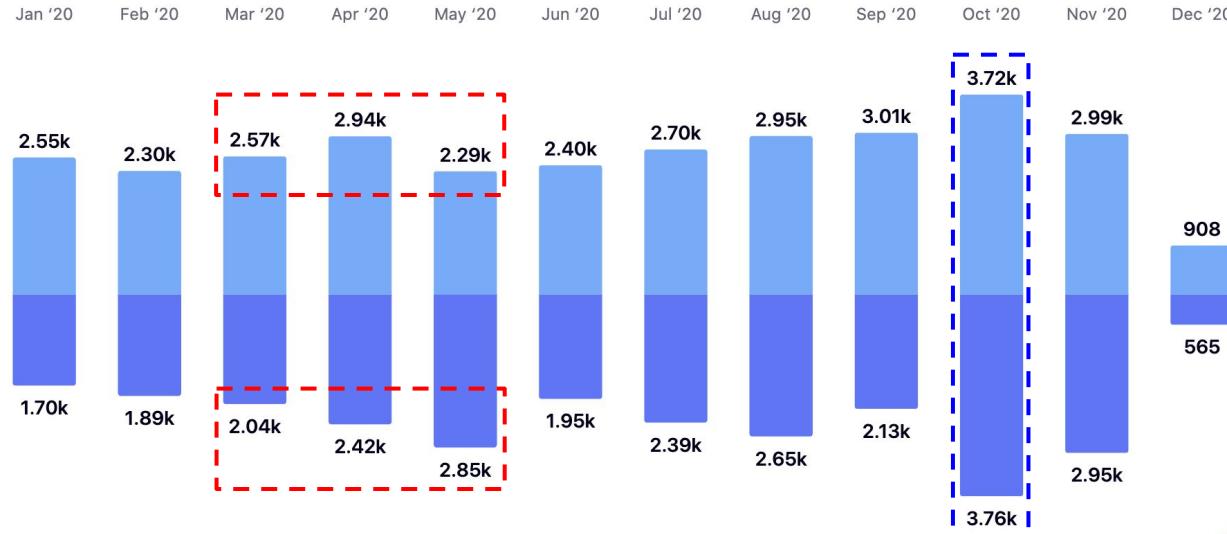
Compare discounting strategies against your competitors

Period of Analysis: January - November 2020



2020

New In vs. First Discount by Month



6

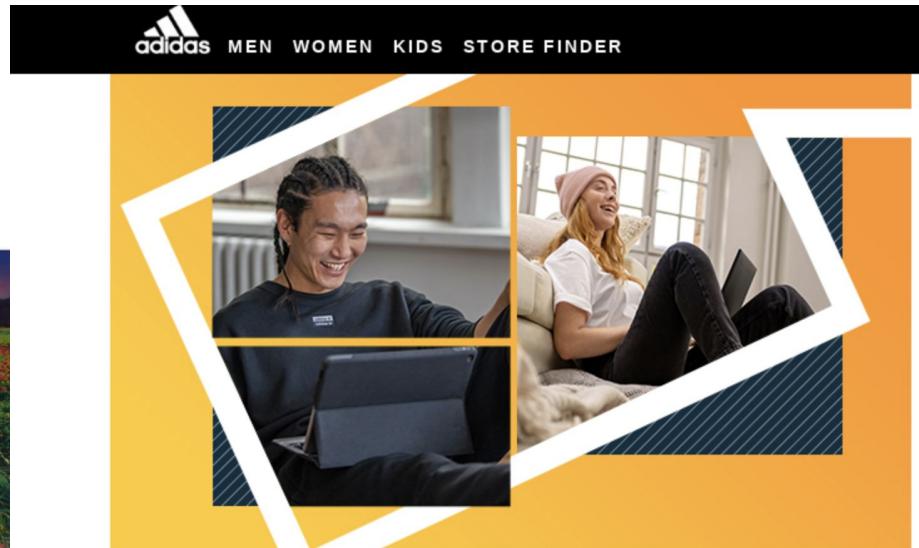
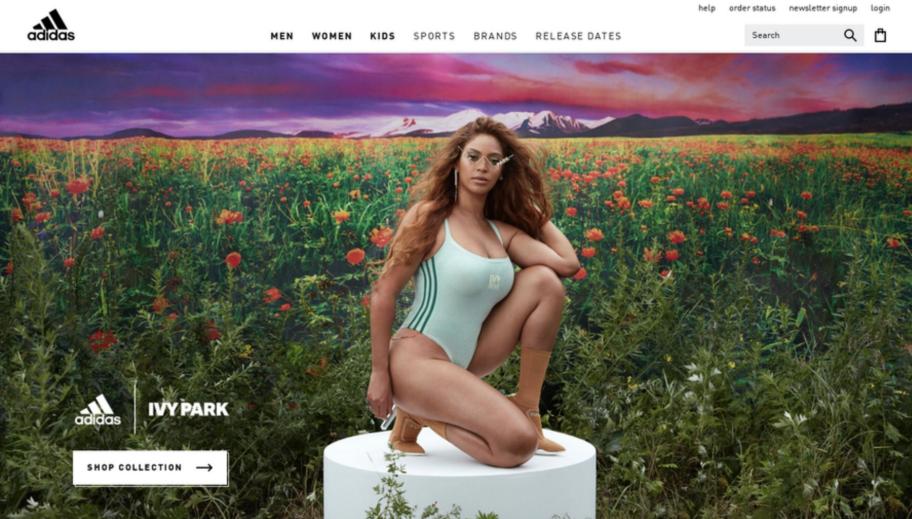
Number of new SKU launched on 2020 is reach the peak on April and October in Shopee for Ladies Fashion
 However during the new launch product, we also see the increased from the number of sku of a new discount products in Shopee.

What we also see is Brands are slowly starting to supply products again and it reach the peak on October, we can see that the preparation for Online event such as 10.10, 11.11, and 12.12



Visual Merchandising:

Track competitor newsletters and landing page updates



Understanding competitor strategy and updates from monitoring their website and newsletter.

Our Client Stories



ZALORA

Lenzing

Innovative by nature

Charlie Holiday.

"Our team actively uses Omnilytics to benchmark seasonal buys, and to track competitors' assortment width and price on real-time."

Chief Commercial Officer, Zalora Group Giulio Xiloyannis

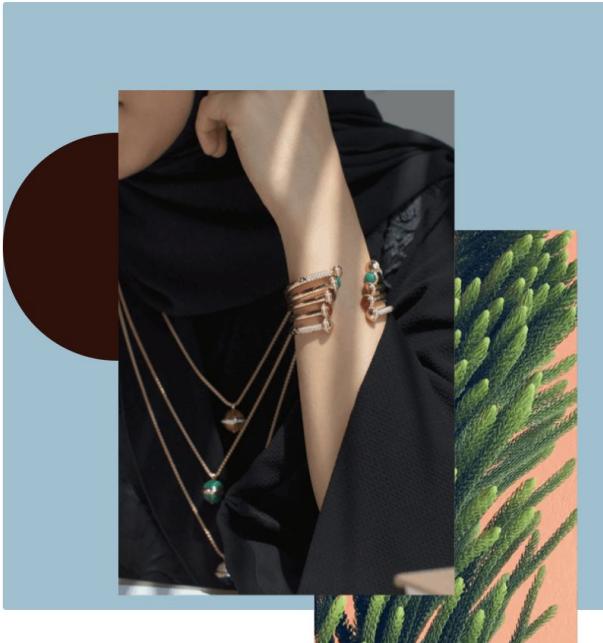
"The Omnilytics team has been responsive to feedback and proactive with solutions. They show willingness to meet the needs of the customer and offer alternative solutions. Their platform has the potential to be used by both big and small players."

Regional Marketing Director, Vernon Yeo

"Omnilytics is a great tool that allows us to conduct market research and analysis for our future planning. We are able to gather our competitors products and pricing information as well as understanding their performance."

Head of Design and Operation, Stuart C

Our Client Stories



CARLO RINO

"We used to analyse our own in-house database for planning in so many areas but with Omnilytics, it will widen our perspective and in line with the fashion industry of every country we operating in"

CEO of Carlo Rino, Dato Sri William Chiang

"Our success stems from the fact that we made the right decision every time - and we did it through data-supported decisions with Omnilytics. Omnilytics ensured that we not only have the right products, but also at the right price."

Founder and Designer, Bessie Ye,

"As we are an early stage company with no market or internal data, Omnilytics has helped in guiding our creation process and doing research to ensure less waste. We also use Omnilytics to better forecast which collection to produce next."

Founder, Desmond Peh,



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Thank You!

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