

How facing helps??

Scenarios	Explanation
Shelf space planning	If a product sells more per facing, it may justify more facings or shelf space.
Store clustering	Helps compare SKU movement efficiency across stores (e.g., 1 facing sells 2 units/day in Store A, but only 0.5 in Store B).
Planogram optimization	Products with low facings sold/day may need fewer facings or delisting.
Replenishment strategy	High facings sold/day means faster shelf emptying → more frequent restocking needed.
Product performance	It indicates demand per unit of visibility, not just raw sales.