Best Seller Products Availability Management Process

Process Owner :
Execution Team : Merchandising

Application (IT) :

Updated as on : 15-Apr-19
Version : v1.0

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Process Objective :

1) To identify best seller SKUs based on fortnightly sales data

2) To ensure sufficient stock of the best seller SKUs and avoid stock outs

Process Name	Lead Measure	Lag Measure
Bestseller SKUs identification	Fortnightly sales by SKUs	Best Seller Shortage

Note : Lead Measures are "Predective – Provide early signs", Lag Measures are "Outcome". Kindly update measures for both Key & Sub-processes along with "measure defination".

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Process Index

I. Best Seller SKUs Identification Process

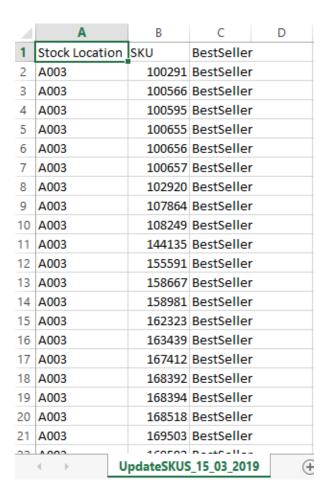|	
• Best Seller SKUs Identification Process	
Merchandiser	Analyses the sales and suggests Best Sellers to Buying team **Best Seller Logic:** SKUs contributing to minimum 50% of the overall sale, both by quantity and value in each price band of a class are considered as Best Sellers. **Data:** Store Sales is considered for calculation. Only positive sales quantities are considered. **Criteria for Best Seller SKUs:** • Only ZA lines with minimum sale of 10 units. • For LED, Best sellers are calculated for each size group (LCD1, LCD2 and LCD3) and not for price bands. • For APL, only KYBM categories are considered and for IMG only DSLRs are considered. Post finalization of Best Sellers, the SKUs are mapped to all the stores where they are ranged.
Buying	Reviews the Best Seller SKUs shared by the Merchandising Team and highlights any SKU that needs to be removed from the list with valid explanation for the same within 1 day. Changes the status of the SKUs to be removed as "ZT/ZN".
IT	Uploads Best Seller file in SAP and ensures data flow to Symphony Trouble-shoots any error in upload and resolves the same

- Best Sellers Contribution Review

GRP	Count of Bs SKU	Sum of BS Quantity	Sum of BS Sales Value	Total Sale Qty	Total Sale Value	GRP Contribution Total Value	GRP Contribution Total Qty
APL	96	7139	14,53,70,420	13,069	27,18,96,337	53%	55%
APS	108	12465	4,21,27,277	20,177	7,11,11,759	59%	62%
CMP	115	13788	12,69,05,972	24,967	25,57,88,170	50%	55%
GMG	6	423	82,01,724	778	92,37,638	89%	54%
IMG	7	290	1,03,65,678	4,826	2,48,87,214	42%	6%
COM	86	32676	38,89,37,586	55,017	61,22,79,541	64%	59%
ENT	115	16692	12,02,79,034	28,901	23,73,66,333	51%	58%
Grand Total	533	83473	84,21,87,691	1,47,735	1,48,25,66,992	57%	57%

GRP	Count of SKU Cod	Sum of Quantity	Sum of Sales Value
APS	17506	20177	7,11,11,759
ENT	23953	28901	23,73,66,333
CMP	21554	24967	25,57,88,170
COM	39751	55017	61,22,79,541
APL	11513	13069	27,18,96,337
IMG	3812	4826	2,48,87,214
GMG	745	778	92,37,638
Grand Total	118834	147735	1,48,25,66,992

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- Best Sellers File Upload Format

	A	B	C	D
1	Stock Location	SKU	BestSeller	
2	A003	100291	BestSeller	
3	A003	100566	BestSeller	
4	A003	100595	BestSeller	
5	A003	100655	BestSeller	
6	A003	100656	BestSeller	
7	A003	100657	BestSeller	
8	A003	102920	BestSeller	
9	A003	107864	BestSeller	
10	A003	108249	BestSeller	
11	A003	144135	BestSeller	
12	A003	155591	BestSeller	
13	A003	158667	BestSeller	
14	A003	158981	BestSeller	
15	A003	162323	BestSeller	
16	A003	163439	BestSeller	
17	A003	167412	BestSeller	
18	A003	168392	BestSeller	
19	A003	168394	BestSeller	
20	A003	168518	BestSeller	
21	A003	169503	BestSeller	

UpdateSKUS_15_03_2019

The file is to be shared in '.csv' format only.

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II.   Best Seller Shortages Tracking Process

• Best Sellers Shortages Tracking Process	
Merchandiser	**Best Seller Shortages:** • BS Shortage SKUs are highlighted at the beginning of the week i.e. on Monday. The status of these SKUs is tracked again on Friday. This gives an idea on the reduction in shortages from Monday to Friday. **Shortages Calculation:** • Black lines highlighted by the system are considered as Shortages. • For 'Home Delivery' items (TV LCD, Water Purifiers, Air Conditioners, Microwaves, Refrigerators, Washing Machine) only DC is considered for shortages calculation. • For Digital (rest of the categories), only Stores (BP transit) are considered for shortages calculation.
Buying	Ensures stock availability in DC by Friday for lines which are highlighted on Monday in Shortages.

- ## Summary of Bestseller Shortages

Category-wise Shortage Tracker is shared every week.

Group Description	Category Description	Count of SKU	Count of Monday Black	Count of Friday Black	Count of DC Black 15th Mar 19	Monday % (11-Feb-19)	Friday % (15-Mar-19)	Due to DC Stockout (15-Mar-19)
Communication	Lifestyle & Wearables	475	97	86	85	20%	18%	18%
	Phones Fixed	660	64	16	15	10%	2%	2%
	Phones Mobile	162	17	14	12	10%	9%	7%
	Phones Mobile Accessorie:	3891	489	473	471	13%	12%	12%
	Smart Phones (OS Based)	4104	585	358	332	14%	9%	8%
Communication Total		**9292**	**1252**	**947**	**915**	**13%**	**10%**	**10%**
Computers Peripher:	Computer Bags	685	41	3	2	6%	0%	0%
	Desktops	83	16	12	12	19%	14%	14%
	Input Devices	1503	111	53	44	7%	4%	3%
	Mobile Computing	1931	235	135	131	12%	7%	7%
	Networking	379	45	44	44	12%	12%	12%
	PC Accessories	629	2	1	1	0%	0%	0%
	Peripherals	170	2	2	2	1%	1%	1%
	Printers & Office Solutions	698	76	60	54	11%	9%	8%
	Software	241	3			1%	0%	0%
	Storage Media	1378	2			0%	0%	0%
	Tablets & Detachables	1016	120	87	79	12%	9%	8%
Computers Peripherals Total		**8713**	**653**	**397**	**369**	**7%**	**5%**	**4%**
Entertainment	DVD/VCD/Content	123	2			2%	0%	0%
	Earphones/Headphones	4619	142	77	69	3%	2%	1%
	Home Theatre	351	2	2	2	1%	1%	1%
	MP3 Players	1306	99	21	11	8%	2%	1%
	Personal Assistant Speake	448	1	1	1	0%	0%	0%
	TV LCD	145	13	7	7	9%	5%	5%
Entertainment Total		**6992**	**259**	**108**	**90**	**4%**	**2%**	**1%**
Gaming	Gaming Hardware	310	59	11	9	19%	4%	3%
	Gaming Software	246	2	1	1	1%	0%	0%
Gaming Total		**556**	**61**	**12**	**10**	**11%**	**2%**	**2%**

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SKU wise Best Seller Shortages Tracker

Every week Monday shortages and subsequently Friday shortages for the same SKUs are captured – for Digital categories (at store) and Home delivery categories (at DC)

Store Shortages

Stock Location	Stock Location Description	SKU	SKU Description	DC stock 26th mar19	DC stock 22nd mar19	Inventory at Transit	Monday black	Friday black	Friday black dc	Class Description	Category Description	Group Description
A088	Blore-Market City-A088	198747	Samsung Bluetooth Headset Level U blk/blu	#N/A	0	0	black	black	black	Mobile Hands Free	Phones Mobile Accessories	Communication
A009	Nmum-Belapur-A009	217461	SAMSUNG Galaxy S10+ 128GB White	#N/A	9	0	black	black		Android Phones	Smart Phones (OS Based)	Communication
A060	Blore-Marathahalli-A060	198747	Samsung Bluetooth Headset Level U blk/blu	#N/A	0	0	black	black	black	Mobile Hands Free	Phones Mobile Accessories	Communication

DC Shortages

Stock Location	Stock Location Description	SKU	SKU Description	Origin Stock Location	DC stock 26th mar19	DC stock 22nd mar19	Inventory at Transit	Monday black	Friday black	Friday black dc	Class Description	Category Description	Group Description
D002	AHMEDABAD WH	193225	SAMSUNG REF SBS 680L RF60J9090SL/TL	D002	2	1	0	black			Refrigerator Side By Side	Refrigerators	Large Appliances
D004	ANDHRA PRADESH WH	211950	CROMA REF DC 190L 3S CRAR0212V.1	D001	0	24	0	black			Refrigerator Direct Cool <300L	Refrigerators	Large Appliances
D003	BANGALORE NELMA WH	214839	WHIRLPOOL W/M TL 9.5KG 360 BW PRO-H GRP	D003	11	0	2	black	black	black	WM Top Loaders	Washing Machines	Large Appliances