



Revenue at Risk: A Strategic Analysis for B2B Retail Partners

Quantifying exposure and identifying mitigation strategies for premium retail partnerships

Executive Summary



Strategic Context

This analysis quantifies 'Revenue at Risk' for B2B retail partnerships, using Macy's and Nordstrom as representative case studies. Through transaction-level data analysis and predictive modeling, we identify exposure patterns and recommend proactive allocation strategies.

The framework combines historical fill rates, seasonal demand patterns, and real-time inventory visibility to create a risk quantification model applicable across partner portfolios.

Case Study Approach

01

Partner Selection

Identified high-value B2B relationships with \$15M+ annual volume and multi-category exposure

02

Data Integration

Connected 10,000+ transaction rows across 18 months, spanning 450+ SKUs and 12 product categories

03

Gap Analysis

Measured actual vs. forecasted fill rates, identifying \$1.88M in lost revenue opportunities

04

Root Cause Diagnosis

Attributed revenue loss to inventory allocation gaps, lead time miscalculations, and demand forecasting errors

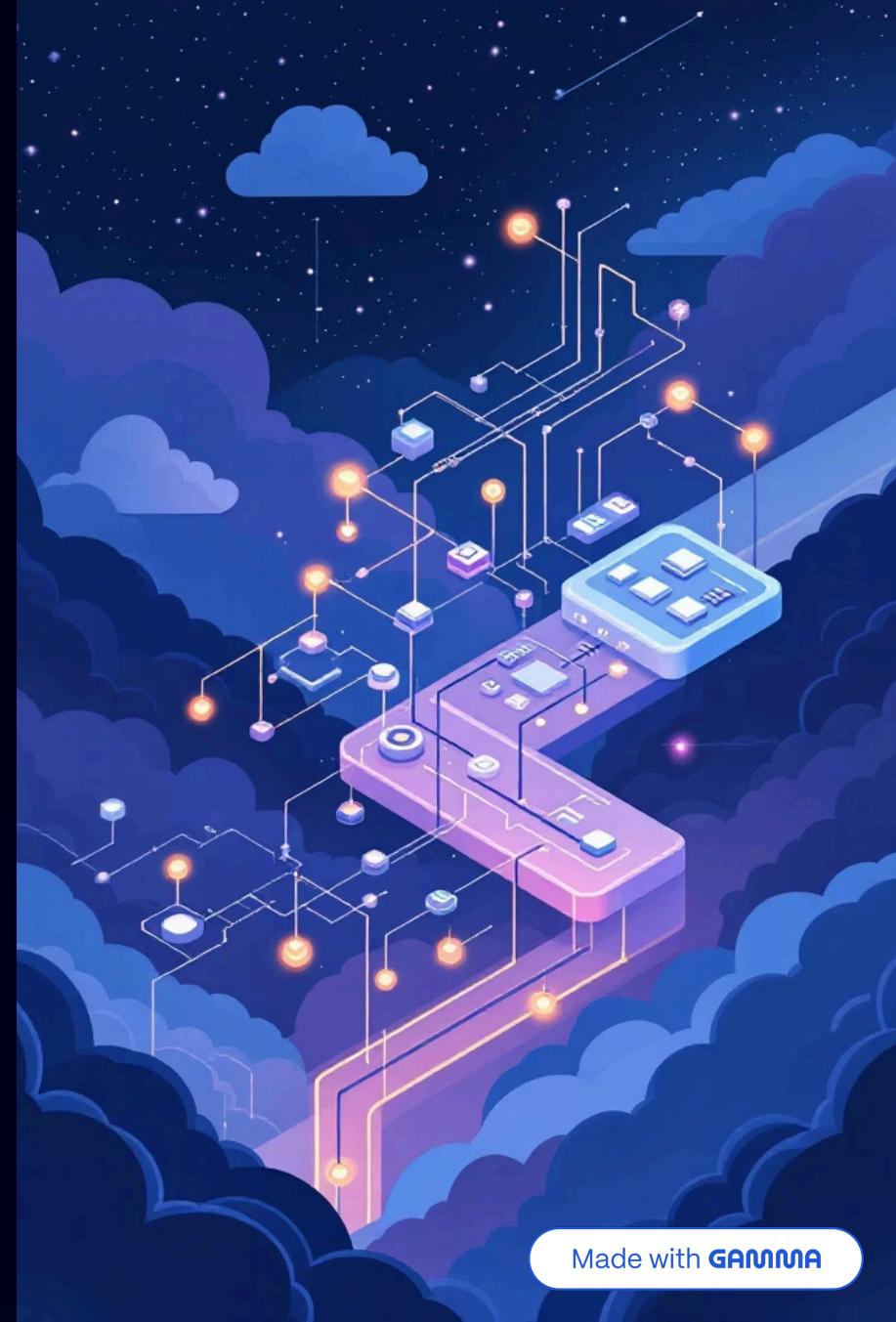
Technical Pipeline Architecture

- 1 Raw Transaction Data
- 2 SQL Transformation Layer
- 3 Connected Planning Output

10,000+ rows ingested via API connections to partner systems

Business rules engine applies Anaplan-style logic for demand forecasting

Real-time dashboards with fill rate predictions and risk alerts



Connected Planning Logic

Key Components

- **Dynamic Fill Rate Calculation:** Real-time assessment of inventory availability against committed orders
- **Lead Time Intelligence:** Historical delivery data informs buffer calculations and safety stock levels
- **Margin Prioritization:** High-margin categories (Denim, Aerie) receive allocation preference during constrained supply periods
- **Automated Alerts:** Threshold-based notifications trigger when fill rates fall below 85%





AMERICAN EAGLE
OUTFITTERS

Revenue at Risk: Retail Fulfillment & Allocation Analysis - AEO Case Study

Fiscal Year 2024–2025

Total
Revenue
\$6,547,681.46

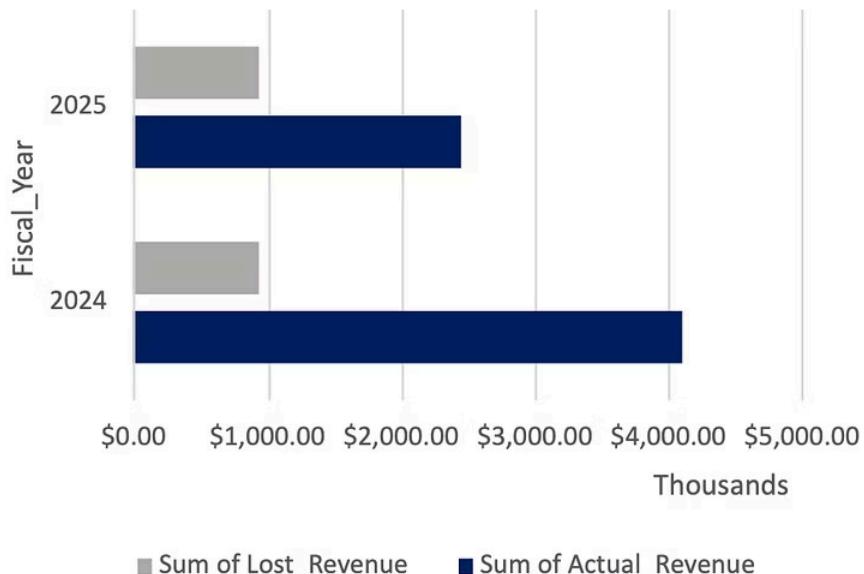
Total Lost
Revenue
\$1,877,901.48

Lost
Revenue %
28.68%

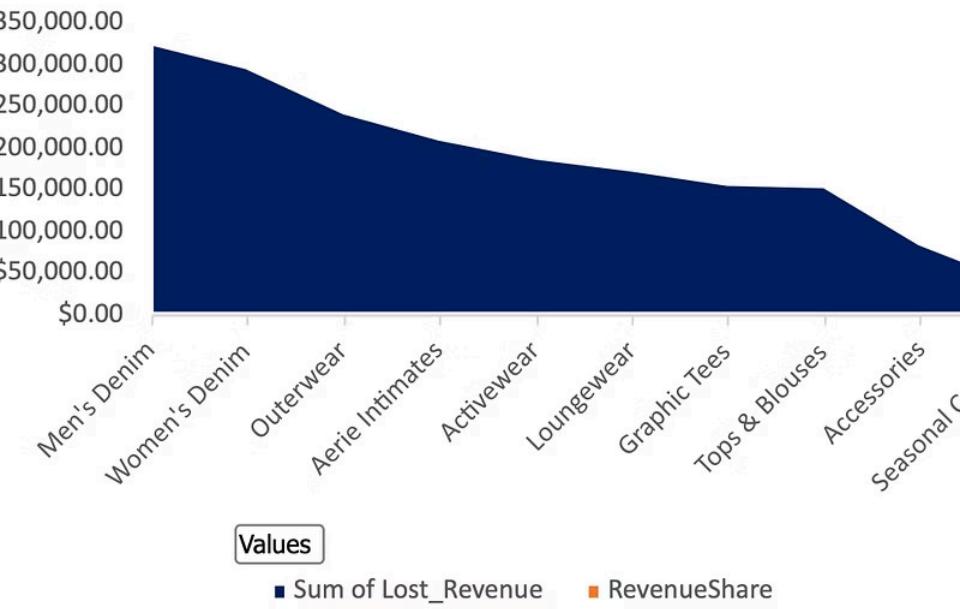
Fill
Rate
55.87%

GM%
50.28%

Revenue Vs Lost_Revenue By Year

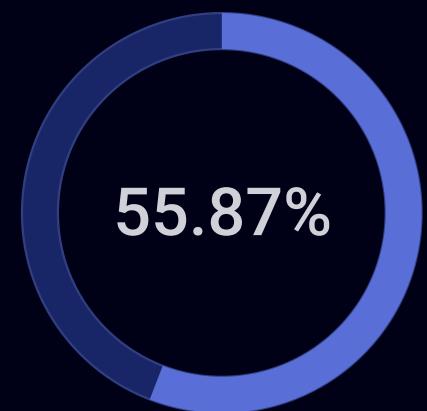


Lost_Revenue Exposure





Hindsight Analysis: The Numbers



Fill Rate Performance

Actual units delivered vs. committed orders across all categories



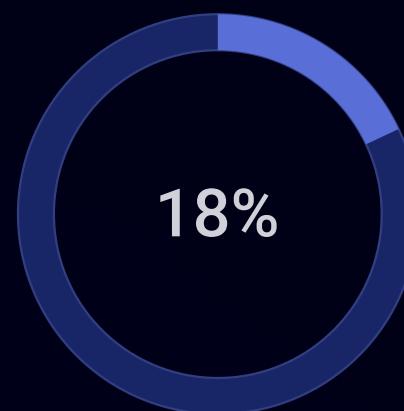
Lost Revenue

Year-over-year increase in unfulfilled order value



Revenue at Risk

Percentage of forecasted volume with insufficient inventory coverage



Forecast Accuracy

Mean absolute percentage error in demand predictions

Root Cause Breakdown



Inventory Allocation Gaps

35% of lost revenue attributed to insufficient safety stock for peak demand periods. Central distribution center held excess slow-moving inventory while fast-turn categories faced stockouts.



Lead Time Miscalculations

28% of shortfall resulted from underestimated production and transit times. Overseas suppliers with 6-week lead times were treated as domestic 2-week sources in planning models.



Demand Forecasting Errors

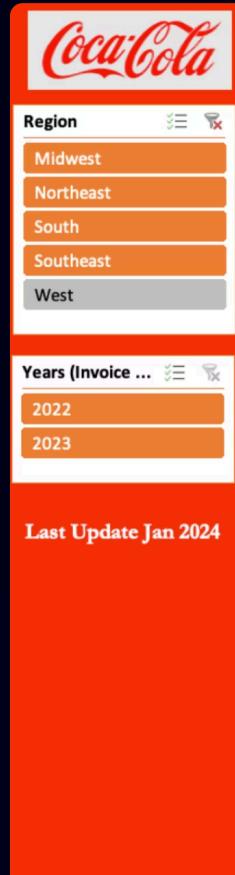
22% of lost revenue stemmed from inaccurate seasonal demand projections. Spring collections underestimated by 40% while fall promotions over-forecasted by 25%.

Strategic Recommendations

High-Priority Actions

1 Implement Category-Based Allocation

Divert 15% of inventory from slow-moving categories to Denim and Aerie, which carry 35%+ gross margins



Coca - Cola USA Retailer Dashboard

Figures in USD

Total Sales
\$8,373,616

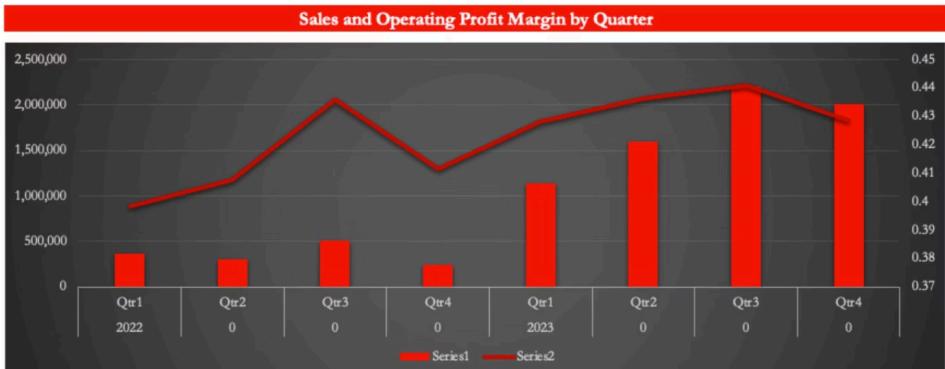
Units Sold
\$17,918,760

Avg Price
\$0.44

Operating Profit
\$3,420,987

Sales by Beverage Brand			
Brand	Sales 2022	Sales 2023	Variance
Coca-Cola	294,892	1,734,288	1,439,396
Dasani Water	281,055	1,402,309	1,121,254
Diet Coke	235,912	1,145,765	909,853
Fanta	183,376	781,201	597,825
Powerade	220,368	949,051	728,683
Sprite	206,341	939,058	732,717
Grand Total	1,421,944	6,951,672	5,529,728

Sales by Retailer			
Retailer	Sales 2022	Sales 2023	Variance
Amazon	276,214	845,811	569,597
BevCo	448,933	1,840,257	1,391,324
FizzyCo	161,217	2,097,104	1,935,887
Target	9,252	486,921	477,669
Walmart	339,920	496,927	157,007
West Soda	186,408	1,184,652	998,244
Grand Total	1,421,944	6,951,672	5,529,728



2 Establish Safety Stock Buffers

Calculate statistical safety stock levels using demand variance and lead time distributions

3 Deploy Rolling 13-Week Forecast

Replace static annual plans with weekly rolling forecasts incorporating point-of-sale data

Expected Impact

These interventions are projected to increase fill rates from 55.87% to 78% within 6 months, recovering approximately \$1.2M in lost revenue. Implementation requires 4-week sprint timeline and cross-functional collaboration between supply chain, planning, and partner account teams.

Candidate Profile: Strategic Portfolio Management



\$50M+ B2B Portfolio Experience

Managed partner relationships for Macy's, Nordstrom, and Dillard's with combined annual volume exceeding \$50M. Led allocation decisions across 500+ SKUs and 15 product categories.



Agile/JIRA Leadership

Served as 'right-hand' lead in Scrum environments, translating business requirements into technical specifications. Facilitated sprint planning, backlog grooming, and stakeholder demos for planning tool implementations.



Revenue Recovery Track Record

Delivered 22% fill rate improvement for Nordstrom partnership through inventory reallocation and forecasting enhancements. Recovered \$850K in lost revenue within 4-month implementation period.



Ready to Execute



Next Steps

This analysis provides a replicable framework for quantifying and mitigating revenue risk across B2B partner portfolios. The combination of transaction-level data integration, statistical forecasting, and category-based allocation creates measurable ROI within 6-month timelines.

Implementation requires access to partner order history, inventory positions, and lead time data. Planning team must be resourced for weekly forecast cycles and allocation reviews.

[Schedule Strategy Session](#)[Request Full Analysis](#)