Enhanced Assortment Planning using insights from Google Shopping

The retail industry has the opportunity to unlock digital transformation, driven by increasing customer demands for personalised products and services. As a result, retailers are continually striving to keep up with consumer expectations, and to find ways to surface the right products to their shoppers.

SAP and Google Shopping are exploring their combined capabilities to better assist you with these goals. Together, our data-driven Assortment Planning tools empower you with richer insights to enhance your inventory, boost customer satisfaction, and increase profitability.

Determine the right assortment, every time

The assortment of a retailer or wholesaler is defined by the set of products carried in each selling location at any point in time. Your assortment planner or category manager can now access consumer insights to continuously develop their volume and range. Ultimately this will determine an assortment that resonates best with consumers in a given market, whilst maximising sales or gross margin.

Google Cloud and SAP

Together, Google and SAP are actively engaging with retailers to continuously co-develop strategic solutions that redefine the customer experience and enable them to compete, innovate and thrive, now and in the future.
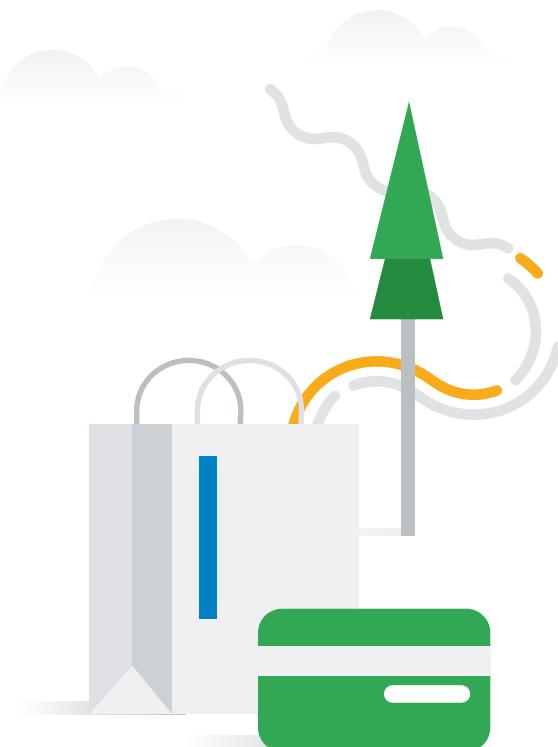
Inventory planning based on
real-time analytics

With SAP Assortment Planning, a merchant can see what's selling, at which times of the year, and where, giving them the visibility to plan demand quantities in line with the business' strategic goals. Including products they don't currently carry but might be popular among their consumers.

SAP Assortment Planning is a unified platform for an integrated omnichannel planning process. The partnership with Google Shopping offers an additional layer of unique intelligence, utilising data from consumer search behavior and shopping trends to inform decisions.

A Google Shopping Product Suggestions report shows you the most popular products and reference prices on Google Shopping that you aren't advertising. This popularity data can help assortment planners and category managers make decisions about new products to stock.

The rank is determined by the popularity of the item on Google Shopping over the past seven days, based on user clicks and other indicators.

By combining the detailed customer activity provided by SAP Customer Activity Repository (CAR), with the consumer behavior from Google Shopping for a specific category and market, you're now in the best position to make informed decisions regarding the volume and variety of your product range.

For more information, visit our website:
cloud.google.com/solutions/retail
https://www.sap.com/industries/retail.html