

CASE STUDY

Retail Chain & Multi-store

Supply Chain Intelligence

Central planning was wrong for every store simultaneously. Store-level AI made it right for all of them.

Multi-store retail chain · 24 stores · 600+ active SKUs · Pan-India footprint

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1. Overview

A 24-store retail chain operating across 8 cities was managing inventory centrally using national-average demand figures that fit no individual store accurately. Fast-moving stores in metro locations consistently stocked out while smaller-city stores accumulated slow-moving inventory. Inter-store transfers happened ad-hoc - when a store manager called the warehouse directly - rather than systematically. Dead stock across the network was invisible until the annual stocktake forced a markdown decision.

The Diwali season - their highest-revenue period - ended with 11 stores reporting stockouts on key gift SKUs and 6 stores sitting on 60+ days of overstock in the same category. The supply chain team realised the problem was not individual store performance but the central planning model itself - a single forecast applied to 24 very different demand environments.

2. Key Results

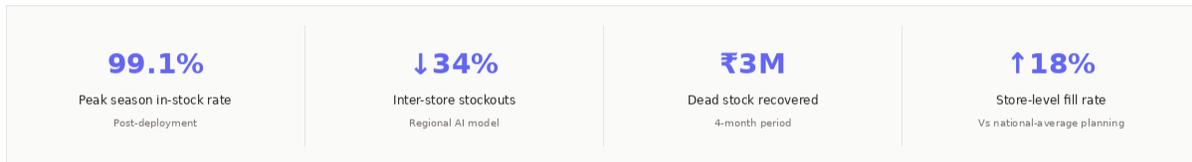


Figure 1: Key outcomes across 24 stores - 6 months post-deployment

3. Challenges

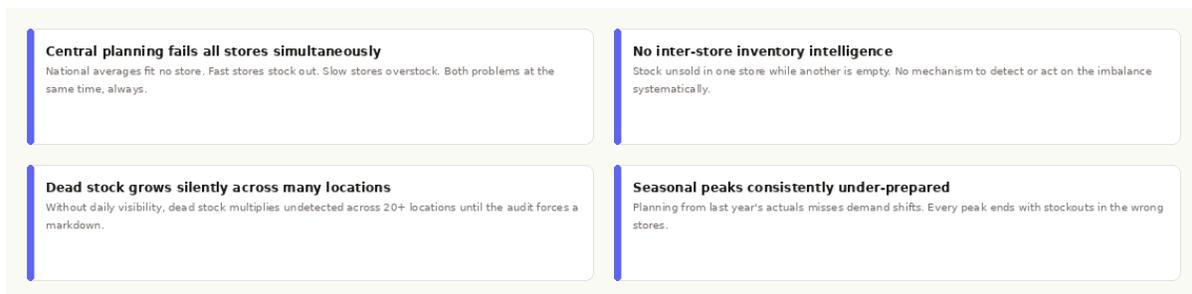


Figure 2: Four challenges in multi-store inventory planning

Central Planning Fails All Stores Simultaneously

National demand averages systematically understock fast stores and overstock slow ones. Every planning cycle produces the same result - the wrong quantities in the wrong locations - because the input data (national average) is wrong for every individual store.

No Inter-Store Inventory Intelligence

When Store A in Mumbai had excess stock of a SKU that Store B in Delhi was running low on, no one knew. Inter-store transfers only happened when managers called each other directly - a haphazard system that left significant inventory imbalances unresolved.

Dead Stock Grows Silently Across 24 Locations

Without daily visibility across all stores, slow-moving SKUs accumulated undetected. The annual stocktake revealed the scale of the problem - but by then, months of carrying cost had compounded and the markdown required to clear stock was deeper than it would have been with earlier intervention.

Seasonal Peaks Consistently Under-Prepared

Peak planning from last year's store-level actuals missed how demand had shifted between stores - new stores growing fast, older stores slowing, category trends shifting. Every peak ended with the wrong stores stocked up.

4. Our Solution

We connected to the central ERP and POS systems across all 24 stores. Our AI built a separate demand model per store per SKU - not a single national average but $600 \times 24 = 14,400$ individual forecast models, each tuned to that store's specific demand history and seasonal pattern. Inter-store transfer recommendations were generated daily based on stock imbalances detected across the network.

Modules Deployed



Implementation Timeline

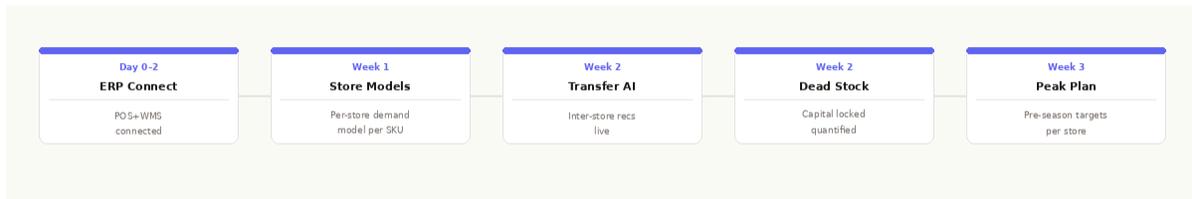


Figure 3: From ERP connection to per-store pre-season targets in 3 weeks

Key Capabilities

- **Per-store intelligence:** Store-level AI forecast per SKU - 14,400 individual models, not national averages
- **Transfer AI:** Daily inter-store transfer recommendations - when Store A overstocks what Store B needs
- **Dead stock:** Dead stock flagged daily across all 24 stores with exact capital value per location

- **Seasonal planning:** Pre-season procurement targets per store per SKU - generated 6–8 weeks before each peak
- **AI chatbot:** AI Assistant: 'Which stores are understocked on gift SKUs ahead of Diwali?' - instant answer

5. Results - Before & After

Area	Before	With Innovacio
Peak in-stock	Reactive — consistent stockouts	99.1% AI pre-season procurement
Store-level planning	Central averages — wrong for all	Store-level AI forecasts per SKU
Inter-store balance	No visibility — stores isolated	AI transfer recommendations daily
Dead stock	Annual audit — too late	Flagged daily with capital value
Forecast accuracy	~58% MAPE baseline	135% improvement
Replenishment	Ad-hoc reorder — gaps common	Automated triggers per store

Figure 4: Six operational metrics across the 24-store network



Our last Diwali was the first one where we didn't have a store manager calling the warehouse in a panic at 11pm. The AI told us what every store needed 6 weeks before the season opened. We just had to act on it.

- Priya Nair, Head of Supply Chain · CityMart Retail

6. See It in Your Operation

We connect to your ERP and POS and show you - in 30 minutes - your current inter-store imbalances, dead stock by location, and pre-season readiness per store.

Innovacio Technologies AI in Supply Chain	Book a Free Discovery Call 30 minutes · No commitment · Your data	Phone Email Web	+91 90072 71601 hello@innovaciotech.com innovaciotech.com
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