

## Mix Management

Broad-brush inventory strategies often lead to overstocks in one location and out-of-stocks in another. Under our **Revenue Growth Management** pillar, **ahatis** utilizes advanced geospatial and behavioral analytics to curate a "Smart Mix" for every point of sale. By treating each store or channel as a unique micro-market, we ensure your supply chain is as localized as your customers' preferences.

### Our Mix Management strategy focuses on:

- **Assortment Localization:** We analyze demographic, socioeconomic, and historical sales data to determine which SKUs belong in specific clusters or individual stores, ensuring the mix reflects local tastes and needs.
- **SKU Rationalization:** We identify "zombie" products that underperform across the network, providing the data needed to prune low-margin items and reinvest that capital into high-velocity "hero" products.
- **Hyper-Regional Demand Sensing:** We integrate external factors—such as local climate, regional trends, and proximity to competitors—into your distribution model to predict which products will trend in specific geographies.
- **Space & Margin Optimization:** By calculating the "revenue per square inch" for different categories, we help you reallocate shelf space to the categories and brands that drive the highest total contribution to your bottom line.

### Why ahatis is the Strategic Choice

Mix Management is where "Data Strategy" meets the "Physical Shelf." We provide the analytical bridge that allows you to scale the intimacy of a local boutique with the efficiency of a global enterprise, ensuring you never waste resources on products that don't belong.