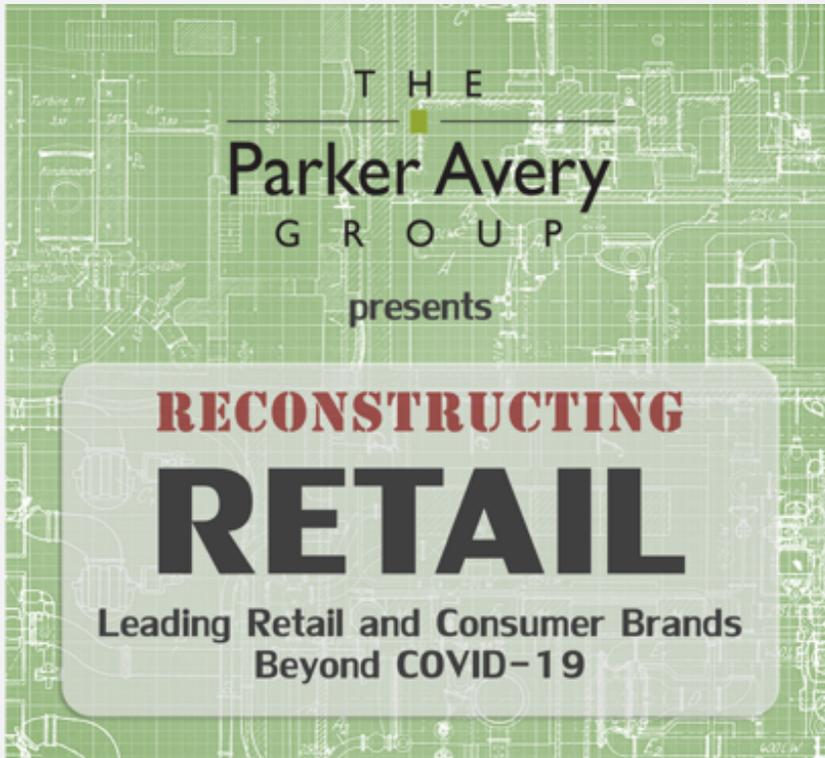


THE
Parker Avery
GROUP
presents

RECONSTRUCTING RETAIL

Leading Retail and Consumer Brands Beyond COVID-19



www.parkeravery.com



Triaging Your Inventory: Decisions for Stability

April 16
2pm



Mobilizing & Sustaining a Resilient Organization

April 23
2pm



Beginning the Journey: Emerge from COVID-19

April 30
2pm



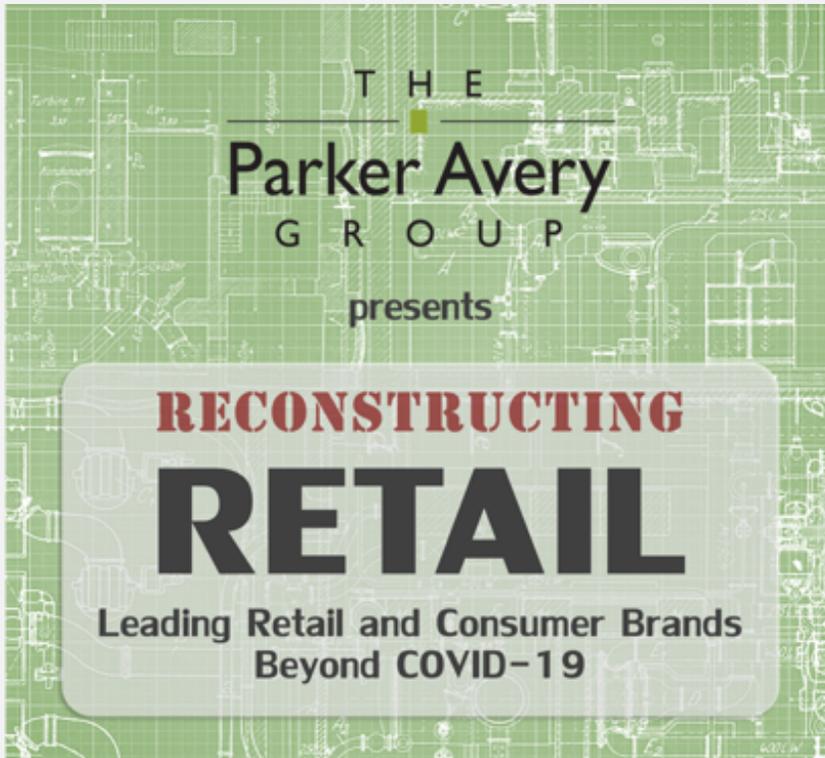
Predicting the Future: Retail's New World

May 7
2pm

Webinar Series Introduction

We are

- Grateful to our healthcare professionals and first responders
- Thankful for our retail industry workers and colleagues
- In this together
- **Here to help you**

The graphic features a green background with a white architectural blueprint pattern. At the top, the text 'THE Parker Avery GROUP presents' is displayed in a serif font, with a small green square above the 'A' in 'Avery'. Below this, the word 'RECONSTRUCTING' is written in a bold, red, sans-serif font. Underneath, the word 'RETAIL' is written in a very large, bold, black, sans-serif font. At the bottom of the graphic, the text 'Leading Retail and Consumer Brands Beyond COVID-19' is written in a smaller, black, sans-serif font.

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presents

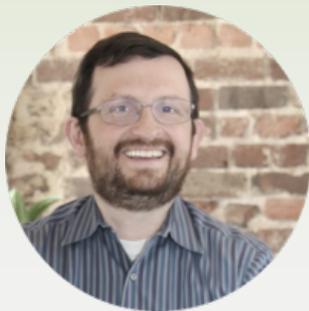
RECONSTRUCTING
RETAIL

Leading Retail and Consumer Brands
Beyond COVID-19

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Today's Panel



Sam Iosevich

Chief Analytics Officer
and Managing Partner

The Parker Avery Group



Amanda Astrologo

Associate Partner

The Parker Avery Group



Joe Skorupa

Retail Industry Influencer,
Consultant, and Strategic
Advisor



Reconstructing Retail

Predicting the Future

THE
Parker Avery
GROUP

The Future

We don't know

- When 'Day 1' will be for most of us
- What 'Day 1' will look like
- How your workplace will change

We do know

- We will return to work
- There will be multiple Day 1's
- We need to prepare now

Predicting the Future

Learn. Recover. Evolve.

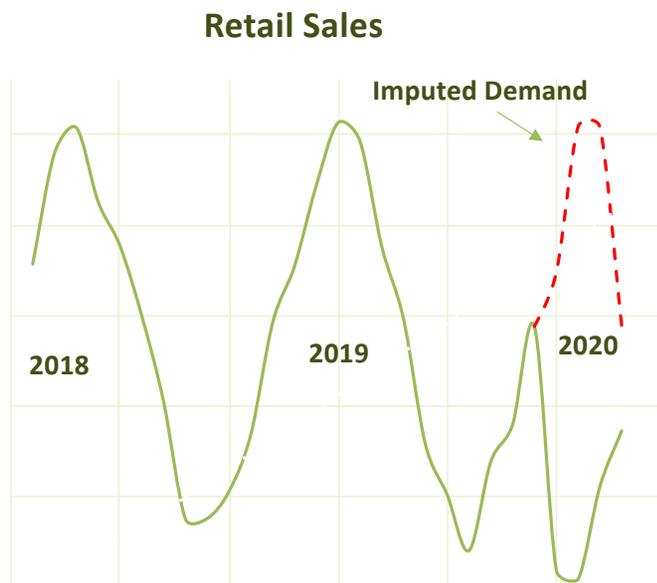


Predicting the Future

Learn. and Assess



Predicting the Future Recover. and React



- Re-establish the magnitude of demand
- Be aware and adjust for “new” sales mix
- Test, learn, test
- Establish common metrics to drive quick decisions
- Have a risk mitigation plan



Predicting the Future. Evolve. and Adapt



- Use advances in machine learning algorithms to make it easier to employ a wider variety of data in predicting demand
- Define and input lost sales in an automated fashion
- Evaluate supply chain parameters—visibility and availability
- Re-think assortment planning: attribution and flexible buy periods
- Make your current tools and processes smarter: what you can change short term, mid-term, long term

Key Takeaways

- **Understand your end game**—easily consumable metrics are key
- Remember your benchmarks and **don't over complicate**—LY and LLY compares can still help
- **Know your limits**—many execution systems in place rely solely on traditional models for forecasting
- Don't throw the baby out with the bath water—**make your existing systems and processes smarter**
- **Limit manual intervention**—enable your teams to move quickly



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GROUP

Thank you!

sam.iosevich@parkeravery.com

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