



# Special Events



**Module:**  
Adaptive Inventory Management

Optimize inventory levels during promotions, shopping days, and holidays. With granular control over expected sales increases by SKU, category, and location, our system ensures accurate and effective inventory management. Our Premium AI algorithm calculates the needed factor for each SKU-location, reducing the risk of stock-outs or overstocks

Event Name	Description	Type	Units	% Change	Change Type	Start Date	End Date	Prep. Date	Sales Change
Black Friday	Event description	Campaign	128	10%	Discount	Apr 10, 2023	Apr 20, 2023	Apr 6, 2023	20%
Black Friday	Event description	Discount	302	100%	Club Points	Apr 10, 2023	Apr 20, 2023	Apr 6, 2023	20%
Passover	Event description	Club Points	234	10%	Discount	Apr 10, 2023	Apr 20, 2023	Apr 6, 2023	20%
Easter	Event description	Promo	225	-	Club Points	Apr 10, 2023	Apr 20, 2023	Apr 6, 2023	0%
End of Season	Event description								
Summer Sale	Event description								
Summer Sale	Event description								
Summer Sale	Event description								
Summer Sale	Event description								
Summer Sale	Event description								
Summer Sale	Event description								
End of Season	Event description								

  

Location	SKU	Units	Change Type	% Change	Sales Change	Segmentation
18004-04-250	18004-04-250	128	Campaign	10%	20%	Club
18004-04-250	18004-04-250	345	Discount	100%	20%	All
18004-04-250	18004-04-250	456	Club Points	10%	20%	VP
18004-04-250	18004-04-250	567	Promo	5%	0%	Age Group
18004-04-250	18004-04-250	678	Campaign	15%	30%	Club
18004-04-250	18004-04-250	387	Campaign	15%	20%	All
18004-04-250	18004-04-250	234	Campaign	15%	20%	All
18004-04-250	18004-04-250	245	Campaign	15%	20%	All
18004-04-250	18004-04-250	956	Campaign	15%	20%	All
18004-04-250	18004-04-250	123	Campaign	20%	20%	All
18004-04-250	18004-04-250	145	Discount	15%	20%	All
18004-04-250	18004-04-250	256	Promo	15%	15%	All

## Key Challenges

Retailers often struggle with **adjusting inventory targets to support expected sales increases** during special events such as promotions, shopping days, and holidays.

It can be challenging to accurately forecast the expected increase in sales **for each SKU, category, and location**.

Without an effective system in place, retailers risk **running out of stock or overstocking during special events**, leading to missed sales opportunities or unnecessary inventory waste.

## The Solution

Onebeat's Special Event Feature allows retailers to **adjust inventory targets to support expected sales increases** during special events.

Our system allows users to add new events or edit existing ones, and define expected sales increases in a granular way, including by SKU, category, and locations.

We also offer a **Premium AI algorithm that calculates the needed factor for each SKU-location**, ensuring optimal inventory levels during special events and reducing the risk of stockouts or overstocks.

Higher Availability

# 70%

reduction in SKU Shortage in Stores (OOS)

Less Investment

# 50%

reduction in Store Inventory Value

Higher Freshness

# 30%

reduction in Average Age of inventory in stores

Higher Margin

# 20%

increase in full price Sell-through

To find out more about how Onebeat can help you, visit us at [beat.com](https://www.onebeat.com)

