



# RETAILPER4MANCE™

CASE STUDY

## From Understocked to Overperforming

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Transforming Inventory Strategy to Drive Success



URBAN SCIENCE.



## The Situation

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Navigating inventory gaps in a competitive sales landscape.

Optimizing dealership inventory is essential for financial stability, meeting customer expectations, and staying competitive in the market. A large dealer faced several challenges that led to low sales effectiveness, including frequent understocking, which resulted in lost sales to both same-brand and competitive dealers within their sales area. Additionally, they struggled to identify which vehicles to stock, missing out on aligning inventory with sales demand and competitor offerings

# The Solution

Leveraging the power of industry-exclusive daily sales\* data and expert analytical power, RetailPer4mance provided the dealer with valuable insights on model-level sales demand in their area, empowering them to make strategic inventory ordering decisions to drive more sales.

*\*Sales refers to vehicle unit sales and does not represent vehicle price or revenue.*

# The Action

The dealer used RetailPer4mance three times a month for seven months to monitor inventory levels and enhance sales performance, leveraging the solution to:

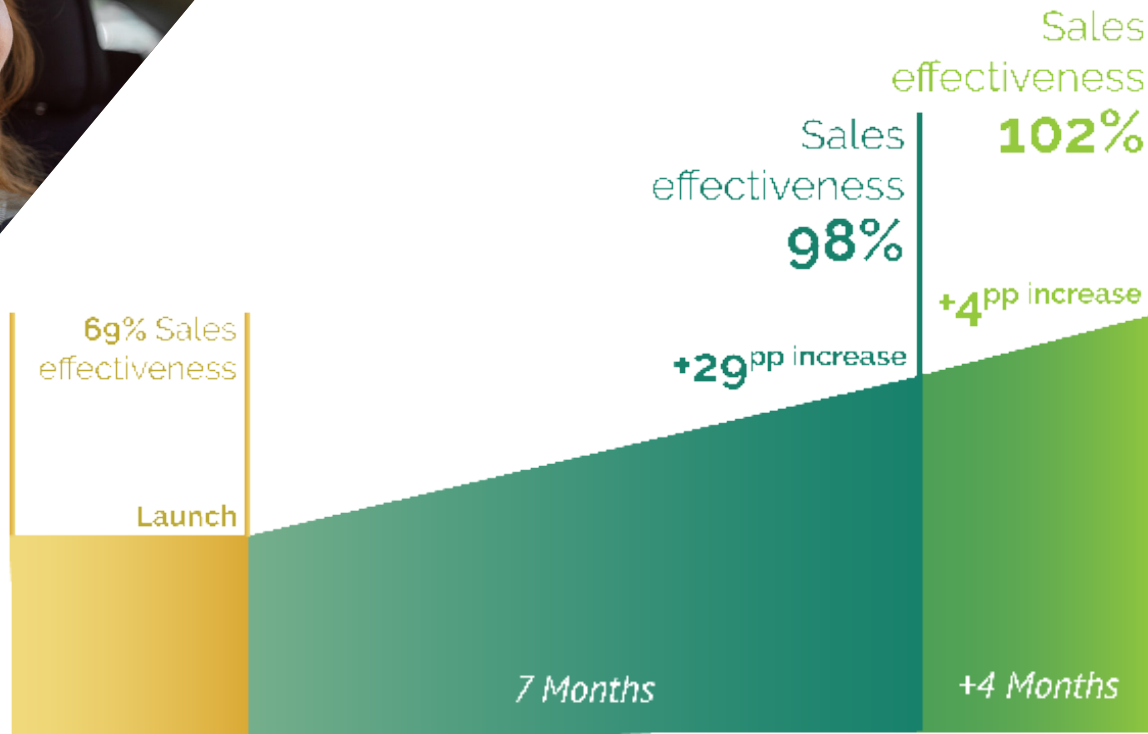
- 1 Identify inventory opportunity at the model level
- 2 Prioritize which models to invest in first to best support performance growth
- 3 Optimize inventory based on relative dealer composites and vehicle sales demand



RETAILPER4MANCE™

## Results

Over 11 months, RetailPer4mance delivered the strategic inventory intelligence to increase the dealer's effectiveness to **over 100%**.





## The Conclusion

By leveraging the insights provided by RetailPer4mance, this dealership successfully transformed its inventory management, leading to significant improvements in effectiveness. The strategic alignment of stock with local sales demand enhanced both sales performance and overall dealership efficiency, highlighting how intelligent inventory decisions driven by RetailPer4mance can lead to sustained business growth and success.

Unlock your dealership's potential with industry leading insights from RetailPer4mance for continuously optimizing inventory and driving market share.

### Put the power of science on your side.

Since our founding over four decades ago, Urban Science has continued to enhance our proven, scientific approach to optimizing sales performance. It's an approach that stays ahead of the technological curve and continues to be the industry standard.

### Learn more at:

[Urbanscience.com/retailper4mance](https://urbanscience.com/retailper4mance)

