Wod Bottom

FREE THE LEGS
Made for Weightlifters
Super Fast Shipping
100% Happiness Promise

COMPANY BACKGROUND

WodBottom is an apparel company that creates and sells women's weightlifting and strength training shorts made for muscley women; striving to be the "go-to" brand for women lifters. The company is based in Verona, Wisconsin and was founded as a means to support women's worth and give back to DAIS, Domestic Abuse Intervention Services. WodBottom is a fast-growing company; they are focused on the best customer service and they have many loyal customers and ambassadors who love their products. To some, buying their WodBottom shorties is a collection obsession- they want every one of the quirky patterns offered. The WodBottom challenge is to keep up with the demand of offering new styles in the appropriate quantities on a timely basis.
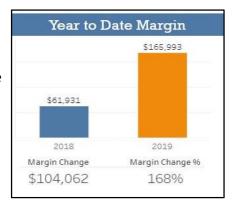
THE PROBLEM

WodBottom reached out to **SAFIO Solutions** in October 2018, for sales analysis and forecasting help because they simply were not able to find an app to optimize their SKUs and give them in-depth analysis to size, color and multiple other variants that would guide them in their future purchases. They had no overall analytics or vision to see their whole business in one app so that they would have the ability to take appropriate action and make smart business decisions to grow their business. Prior to **SAFIO Solutions**, WodBottom had a patchwork of apps to construct their platform, they had dirty data in terms of duplication, inconsistent formats, they only had 2 attributes by which to analyze their sales, but no tool to analyze and forecast with and were lacking inventory history that made it difficult to see missed sales opportunities due to out-of-stock positions.
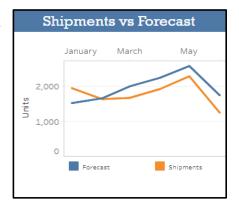
HOW SAFIO Solutions ADDRESSED THE PROBLEM

WodBottom planned to double their business in 2019 by continuing to offer their unique assortment of patterned shorties as well as introduce new and complimentary products to the brand. To do so, they knew they needed a more robust tool to assist them. Upon sealing a contract of partnership, **SAFIO Solutions** began with first steps of cleaning up the current data to make it consistent and uniform, then assigning hierarchy and attributes to SKUs along with updated vendor information for each SKU. This allowed for a clear picture of the product & inventory positions which provides the base for good sales analysis & forecasting of customer demands. Selling curves were developed at the item level or classification and forecasts were assigned to each SKU. Historical data, both sales and inventory positions, plays a significant role in accurate forecasting as it sheds light on lost sales from stock-out periods. **SAFIO Solutions** assisted WodBottom in piecing together historical data to create an annual view of inventory positions along with sales. This laid the tracks for accurate forecasting.

THE RESULTS

Year to Date Revenue

$102,473 — 2018
$250,517 — 2019

Revenue Change	Revenue Change %
$148,044	144%

Year to Date Margin

$61,931 — 2018
$165,993 — 2019

Margin Change	Margin Change %
$104,062	168%

Shipments vs Forecast

" I finally feel like we're in control. Prior to the App, we were growing, but we were just winging it. Now we have a plan. A plan we could take to the bank to get funding for future purchases."

Than Ruyle, Owner, CEO, WodBottom

SAFIO Solutions
Sales Analysis – Forecasting – Inventory Optimization

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HOW SAFIO Solutions ADDRESSED THE PROBLEM (con't)

Within several months of using the **SAFIO Solutions** Sales Analysis & Forecasting Tool, WodBottom gained the vision to see the future of their business and take action to maximize their opportunities and minimize their liabilities. All from a user-friendly interface that allows for visibility to pertinent information at the click of a button. As Emily, Designer & Director of Marketing at WodBottom realized upon using the tool and seeing what she hadn't seen in their business previously, "I'm having an Aha moment all over the screen right now. This is awesome".

WodBottom accomplished significant results by using the **SAFIO Solutions** Sales Analysis & Forecasting Tool:
● In the first 5 months of 2019, revenue was up 144% over the prior year, +$148K. Profit improved significantly as well, driving a 168% increase over last year, delivering +$104K to the bottom-line.
● A basic black short was identified as an ongoing item in the assortment. Last year the short was out-of-stock more than in. By analyzing the trend of this product when in-stock, the forecast showed the sales opportunity of keeping black on hand at all times. This decision led to a 249% increase in sales of black shorts and with a 63% margin, delivered nearly $10K in profit to the bottom-line.
● One fashion shortie, amongst many others, called the Taco Libre was identified as a best seller, going through 310 units quickly, reordering another 638 units, projecting to sell thru at 90% to deliver a profit of 68%. Without the use of the forecasting tool, WodBottom would not have seen the potential of this hot item!
● Seasonality is key in the apparel business, and for WodBottom that meant holiday themed shorties. By using the tool, WodBottom had the vision to understand that markdowns needed to be taken more timely than ever before to optimize the investment and reduce carryover of dated product. By taking action, they were able to sell 50% more than projected, resulting in approximately $800 more in margin than if waiting until after the holiday. Result: cleaner inventory, more sales, better profit!

In addition to growing revenue and profit margin with the **SAFIO Solutions** Sales Analysis & Forecasting Tool, WodBottom had visibility to dashboard analytics that give quick top-level insight into the business, enabling the users to quickly focus on priorities. A heat map by customer location shows where sales are concentrated and can be used for pop-up store opportunities as well as targeted marketing. A year-to-date customer type pie chart shows what percent of customers return for more product, and what percent of customers are new-key information to determine purchase quantities of new styles. Sales by color, or any of the other 12 attributes, can be displayed to show where the popular choices are, showing the product designer where to concentrate efforts for best results.

To say WodBottom is pleased with the **SAFIO Solutions** Sales Analysis & Forecasting Tool is an under-statement. Asking them what it would be like to not have the tool, now that they know what the tool can do for them and what they were missing before, they said they would be "devastated". Fortunately, they've made great choices and smart decisions that put them in a position to double their business in 2019!

THE RESULTS

Year to Date Sales By State

$9 $25,161

Year to Date Sales by Customer Type - All

1.07%
First-time 43.83%
Returning 55.10%

Top 10 Year to Date Sales by Color

Color	%
Pink	19%
Black	15%
Subscription	10%
Blue	9%
Gray	9%
Blue Green	8%
Gold	6%
Yellow Green	6%
Green	6%
Mauve Pink	4%