



## Customer reference

# SportScheck improves forecast quality for online shop by up to 40 percent

*"The structural change in the mail-order business from the catalog to the Internet presents us with entirely new challenges. Blue Yonder bundles methods, forming a unique solution in order to predict sales figures precisely. This is crucial for success in the competitive online business."*

Günther Harant, Purchasing Manager, SportScheck

## The challenge

With four main catalogs each year, 16 stores located across Germany and an online shop, SportScheck offers an assortment of more than 30,000 items and more than 500 brands. There are approximately 52 million visits to the online shop per year. For the business success of SportScheck, it is therefore crucial to predict sales precisely. Given the increased complexity added by the online business, the demand in this area is also increasing.

**blue yonder**

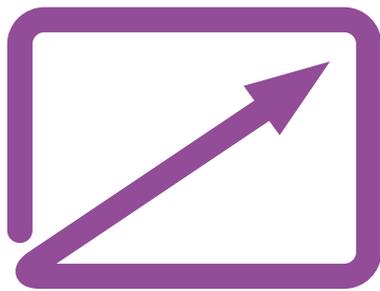
Forward looking. Forward thinking.

## The project

SportScheck has been using Blue Yonder software for several years. With this solution, the multitude of influence factors in the online sector can be mapped and the immense quantity of information can be managed. In addition, the software analyzes visitor behavior precisely. The goal was to improve the quality of sales forecasts on the individual item level and to prevent mistakes made through estimates.

## The results

The high expectations of Blue Yonder's software have been fulfilled completely: in the past three years, SportScheck improved its forecasts between 20 to 40 percent. Compared to the usual method, the average absolute deviation of the forecast from actual sales figures was reduced by half. The return quota is also determined more precisely now. In addition, the solution produced very good results for the forecasting of sizes.



Forecast quality  
improved by up to  
**40%**

## The benefits

With the Blue Yonder software, SportScheck can react to extremely variable customer behavior in the online sector at any time. The benefits in particular:

### Competitive advantage

The increased forecast quality provides SportScheck with a significant competitive advantage in online retail. Despite a multitude of influence factors and an immense density of information, SportScheck makes the right decisions based on all facets of visitor behavior information gathered by the software.

### Reaction speed

Since Blue Yonder predicts item sales in real time, SportScheck can identify and quickly, and flexibly react to last-minute occurrences.

Would you also like to improve the quality of your forecasts? Talk to us!

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Software for data analysis and accurate forecasting

## About Blue Yonder

Blue Yonder is a leading provider in the fields of forecasting and data pattern recognition or 'predictive analytics' for short. Thus, valuable insights for company control can be gained from Big Data. Precise trends and developments can be predicted in real time using cloud-based technology. Companies use Blue Yonder solutions to great effect for purchasing, marketing, material planning, sales, and production control.

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