dunnhumby Assortment

Revolutionise your assortment approach with AI-powered data science

Supercharge your teams, streamline processes, and deliver more of the products that your customers want with **dunnhumby Assortment.** Using AI-powered data science, our end-to-end solution makes it possible to create space-aware localised assortment recommendations at scale — helping you to build customer-centric ranges that grow sales and optimise your profitability.

What could it do for me?

dunnhumby Assortment can help you improve collaboration across the teams delivering relevant and tailored assortments, whilst improving customer choice.

Offer better choice to customers

Combine behavioural data with space-aware recommendations to make better assortment decisions.

Improve standards of collaboration

Use in-depth insights to drive smarter commercial decisions and improve overall profitability.

Simplify the assortment process

Shorten the critical path to store-level planograms with inbuilt automation and on-the-fly optimisation.

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Why dunnhumby Assortment?

Assortment has always played an important role in the grocery shopping experience. Today—with expectations around personalisation continuing to grow—delivering a product lineup that resonates is now a mission-critical concern. To remain competitive, retailers need to move from clustered ranges to highly tailored, localised assortments.

Existing approaches are no longer enough. Slow processes, unscalable operations, and difficulties in translating customer insights into at-shelf decisions make it difficult for retailers to achieve the results that shoppers expect.

dunnhumby Assortment brings industry-leading artificial intelligence to meet those challenges, helping retailers to optimise space in store, maximise their returns, and deliver more of the products that customers want.

The next generation of assortment solutions

dunnhumby Assortment turns the traditionally disjointed and time-consuming assortment process into a simpler, cohesive, and efficient one—giving you the ability to deliver localised, space-aware assortments at scale.

Embed the customer at every step

Assortment is a delicate balance. Too general and customers may find themselves forced to go elsewhere to get the products they want. Too specific, and retailers end up burdened with unsold stock. dunnhumby Assortment helps you optimise for sales, without losing sight of the customer.

Key Features

- Sophisticated behavioural insights, using point of sale and loyalty card information to power deep understanding of customer decision making.

- Extensive analytical capabilities, enabling key customer metrics to be overlayed with financial and operational goals.

- Advanced assortment recommendations, designed to achieve the optimal mix of coverage, performance, and sales.

Supercharge your teams with AI

The complexities of grocery retail today means that assortment can be a slow, unscalable, and manually intensive process. Using world-leading data science, dunnhumby Assortment helps you make better decisions faster—augmenting your in-house capabilities with the power of AI.

Key Features

- Predictive analytics, helping to identify which products should be ranged in which stores—and the commercial and operational impact of doing so.

- AI-powered review tools, ensuring that any specified constraints, inputs, or variables are met by a recommended assortment.

- A collaborative workspace, providing teams with a single platform to share their expertise.

Automate the planogram creation process

Creating planograms is a time-consuming process, one that typically requires a substantial amount of back and forth between category and display teams. With inbuilt automation, dunnhumby Assortment simplifies and streamlines this vital activity.

Key Features

- Cross-category rule standardisation, driving better performance and creating a more consistent shopping experience.

- Space-aware recommendations, tailored to the physical constraints of every store rather than generalised clusters.

- Automated planogram creation, minimising manual effort and powering smarter, more customer-centric assortments.

How it works

dunnhumby Assortment is a connected, end-to-end assortment solution. Across seven key areas, it provides a consistent and connected way to manage your entire assortment workflow.

1. Category strategy and objectives

Not all categories are created equal. dunnhumby Assortment can help you spot key investment priorities and growth areas—ensuring that your assortment decisions align with your overall strategic objectives.

2. Localised assortments

Striking a balance between hyper-local and commercially effective, dunnhumby Assortment helps you understand how much variation is needed to deliver sustainable growth and a superior shopping experience.

3. Customer Decision Trees

How do your customers shop each category? dunnhumby Assortment employs machine learning techniques to build full Customer Decision Trees, helping you understand shoppers and how to cluster products effectively.

4. Customer-centric assortment recommendations

dunnhumby Assortment uses all relevant loyalty card and point of sale data, not just a sample, ensuring that the recommendations it generates deliver maximum relevance and optimum sales performance.

5. Space-aware recommendations and automated planograms

From space constraints and merchandising rules through to local customer preferences, dunnhumby Assortment uses the data that matters and brings it all together in highly efficient, automated planograms.

6. Scenario planning and negotiations

Go beyond the shelf. dunnhumby Assortment can help you detect risks and spot opportunities for growth—giving your teams the ability to model different scenarios and make better-informed, more confident decisions.
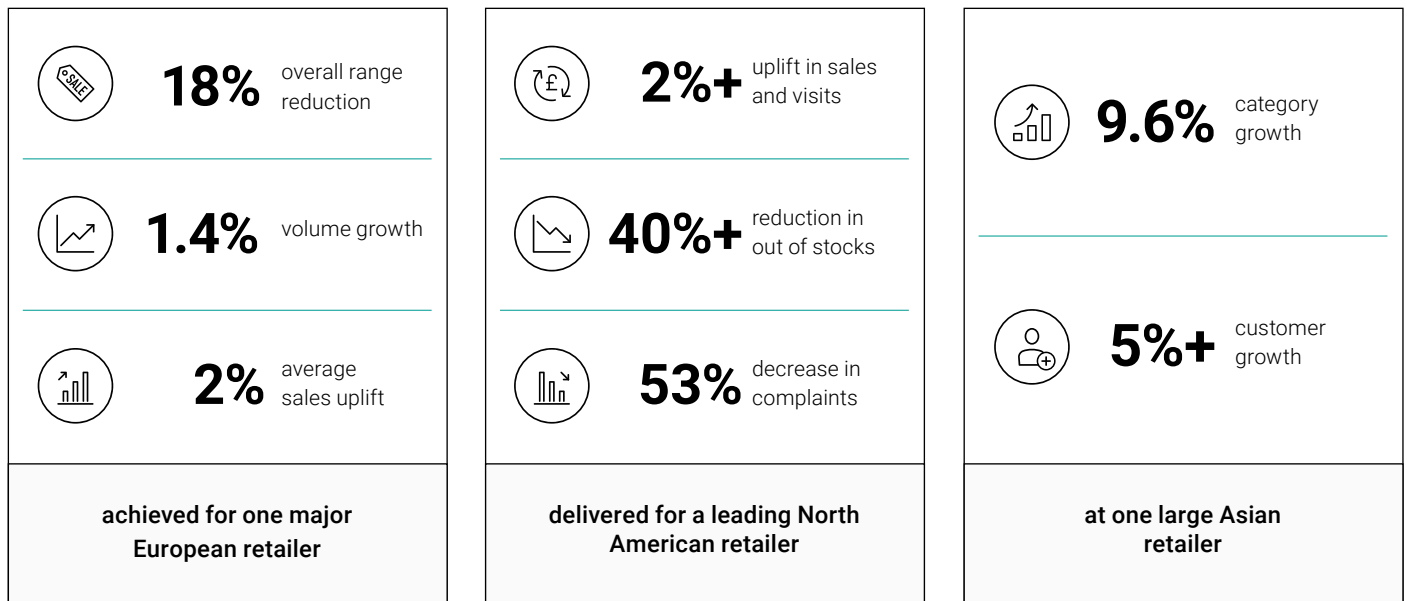
7. Intelligent post-implementation measurement

With dunnhumby Assortment, measuring the impact of your choices is easy. You'll be able to capture key learnings, helping to drive continual improvements and better long-term decisions.
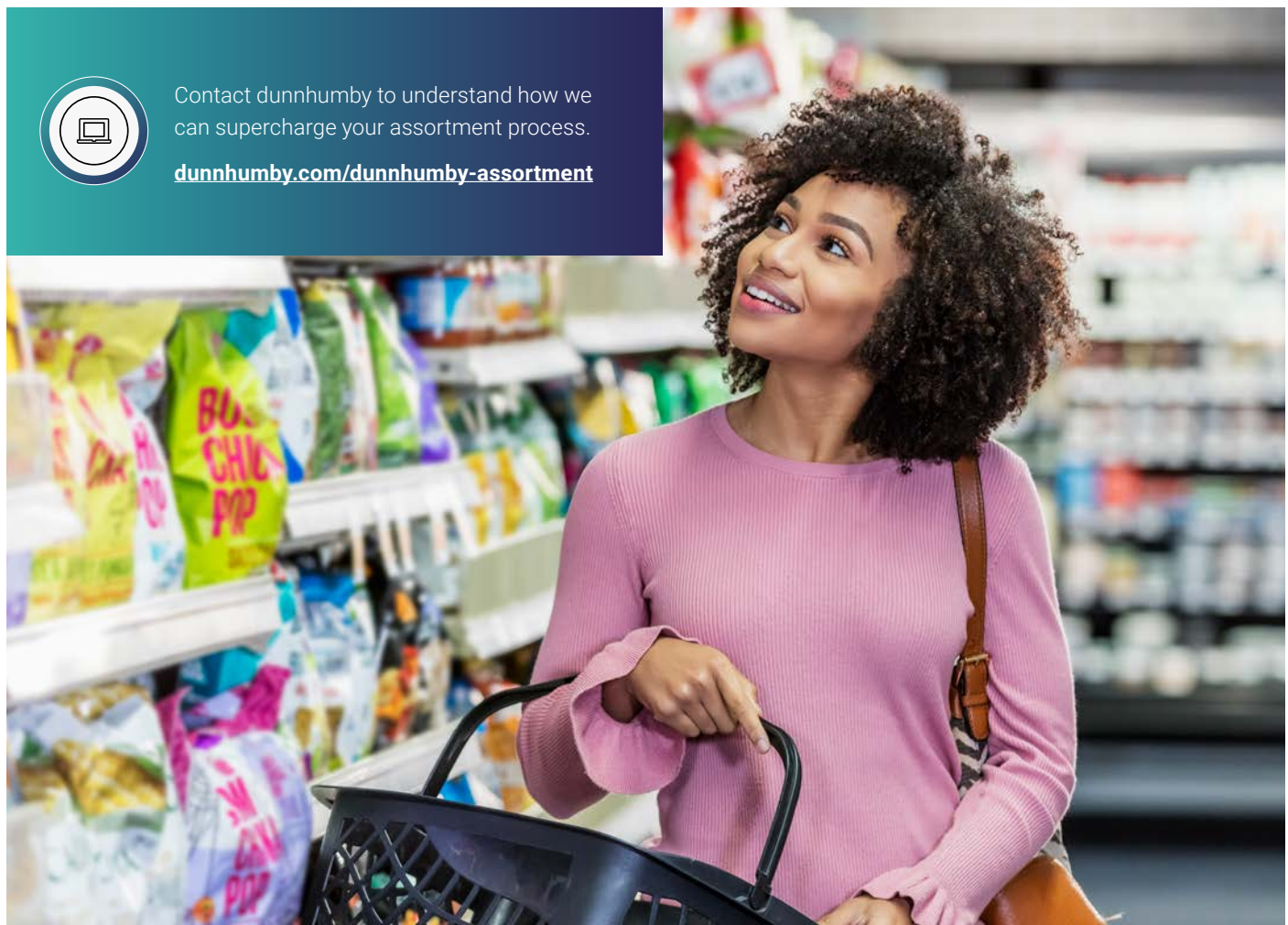
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Delight customers and improve your performance

Some of the world's leading retailers and hundreds of consumer packaged goods (CPG) businesses trust dunnhumby Assortment to help them make better and more customer-centric ranging decisions.

18% overall range reduction

1.4% volume growth

2% average sales uplift

achieved for one major European retailer

2%+ uplift in sales and visits

40%+ reduction in out of stocks

53% decrease in complaints

delivered for a leading North American retailer

9.6% category growth

5%+ customer growth

at one large Asian retailer

Contact dunnhumby to understand how we can supercharge your assortment process.

dunnhumby.com/dunnhumby-assortment

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Connect with us to start
the conversation

dunnhumby.com

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dunnhumby is the global leader in Customer Data Science, empowering businesses everywhere to compete and thrive in the modern data-driven economy. We always put the Customer First. **Our mission:** to enable businesses to grow and reimagine themselves by becoming advocates and champions for their Customers.

With deep heritage and expertise in retail — one of the world's most competitive markets, with a deluge of multi-dimensional data — dunnhumby today enables businesses all over the world, across industries, to be Customer First.

The dunnhumby Customer Science Platform is our unique mix of technology, software and consulting enabling businesses to increase revenue and profits by delivering exceptional experiences for their Customers – in-store, offline and online. dunnhumby employs over 2,000 experts in offices throughout Europe, Asia, Africa, and the Americas working for transformative, iconic brands such as Tesco, Coca-Cola, Meijer, Procter & Gamble and Metro.

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"The use of dunnhumby Assortment has allowed us to realise the goal of giving the customer a voice in our business."

Head of Customer Insights, Foodstuffs South Island

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