

Digital Industry

# Luxor



Digital

**PRODUCT LAUNCH**

**PARTNERS:** Abstract Srl (Italy), Bright Cape (The Netherlands), Politecnico di Milano (Italy)



## Consumer-centric demand forecast and sale predictions for the fashion industry

Luxor is a tool to predict sales for logistical and production optimization. Its algorithms consider product features and historical data to support marketing plans, logistics and supply-chain management.

Are you working in the fashion market and your team would like to gather some information about the best time to release a new product with certain features? Thanks to Luxor you can assist them providing the finest sale forecasts and date ranges that would be optimal for launching your new products. This can be key to the success of a certain brand, product, and design. Your company will be able to value the right products, at the right time, maximizing results.

Furthermore, some products need to be cut in production, in a timely manner, to avoid costs, such as inventory and supply-chain costs. Thanks to Luxor you can help make important decisions with marketing and supply-chain management teams.



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## Competitive Advantages

- Most products don't provide enough customization within their prediction capabilities. Luxor can provide more accurate predictions thanks to its adaptable and customizable parameters, providing more insightful information
- The context of fashion and luxury brings importance to precision and interpretation of external data, beyond the internal sales. Luxor has proprietary algorithms to leverage trend and consumer behaviors in a way that is particularly fitting for the Fashion Luxury industry

## Target Markets

- Manufacturers, Suppliers, and Retailers operating in the Fashion & Luxury industry
- Target markets: Italy & European Union

## Status/ Traction

- We are continuing our proof of concept with the pilot client through implementation of algorithms with 4 of its brands.
- Our partners Politecnico di Milano and Bright Cape

## Road Map

### 2020

- The product will be refined on the specific needs of a pilot client, to validate it, with the goal of keeping total mixed error below 30%

### 2021

- The software is maintained and integrated with additional features aiming at goals such as supply chain systems integration

## Leveraged Technologies

The project counts on two differentiating technologies: PoliMI's Stream Reasoning stack to simultaneously tame the velocity and the variety dimension of Big Data Analytics, and Bright Cape's technology for analysing the data from the consumer journey using process mining techniques. Moreover, it builds on kafka for continuous ingestion; KSQL and Spark for continuous data preparation; SparkML and keras for modeling; and docker/kubernetes for deployment.

## Contact



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