

TOP 5 REASONS

WHY PHANTOM INVENTORY EXISTS

1

Products are not placed in the correct location

If a product is placed on a shelf where it doesn't belong, it may not be counted correctly during inventory audits, causing inaccurate inventory data, which makes it difficult to track stock levels and order the correct amount of products.



Customers can't see the products on the shelves

If customers are unable to locate the products they need, they may end up leaving the store without making a purchase, resulting in lost sales. They may also become frustrated, leading to negative reviews and a decline in customer loyalty.

2

3

Inventory audits are only done once or twice a year

When inventory audits are infrequent, errors can remain unnoticed for extended periods, leading to inaccurate inventory data, which causes issues with reordering. Retailers may end up ordering excessive or insufficient quantities of products, resulting in waste or lost sales.



Products are displayed as a case instead of individually

When a product meant to be sold individually is left in a case, it might discourage customers from purchasing, especially when they only need a few pieces instead of an entire case containing multiple units. Also, there's a risk of miscounting cases as a single unit, rather than the total number of products within each pack.

4

5

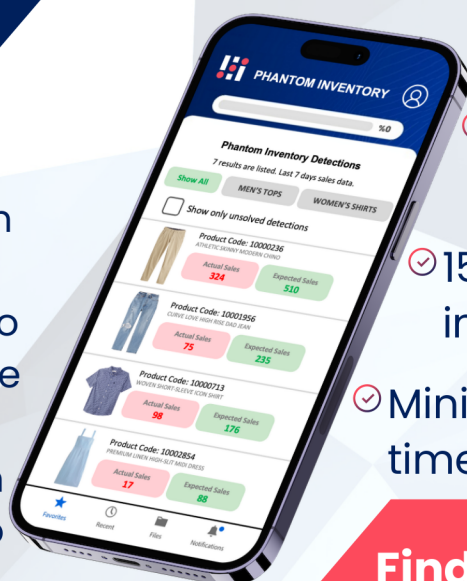
Too much product left in the stock room

Storing excessive inventory in a stockroom prevents products from being displayed on shelves where they can be sold. When products aren't readily visible in the store, they run the risk of becoming outdated and less appealing to customers, potentially requiring discounts that could lead to additional losses for the retailer.



Increase your inventory accuracy and maximize profitability!

By predicting the probability of sales for every product down to the store and SKU level, our automated app can detect when a product should be selling but isn't. Store managers receive alerts on their phones to check the discrepancies so inventory in the system can be updated and ordered as needed, or to resolve them to ensure each sale is captured. The results are tracked to prevent the issues from recurring.



✓ 1-2% increase in sales

✓ 150-250bps in margin

✓ Minimal weekly time commitment

[Find Out How](#)