

# How a Modern Jewelry Brand Transformed Its Inventory Health With Data-Driven Forecasting

## Improving Cash Flow, Reducing Overstock, and Enabling More Predictable, Scalable Operations

Balancing inventory in a fast-moving e-commerce environment requires clear visibility, accurate demand forecasting, and disciplined stock planning. For many brands, however, purchasing decisions often rely on gut feel rather than data—making it difficult to stay in stock on best-sellers while preventing cash-draining overstock.

If you'd like a visual breakdown of how this works in practice, here's a YouTube case study on unlocking hidden inventory opportunities:



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Move Supply Chain partnered with a modern jewelry brand through a 30-Day Sourcing & Inventory Trial and a six-month inventory optimization engagement. Through a structured, data-driven workflow, we rebuilt the brand's forecasting, SKU management, and replenishment process on a strong foundation of clean data, demand insights, and operational discipline.

# The Challenge:

## Restoring Balance to an Unpredictable Inventory

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### Industry: Jewelry & Accessories



Before engaging with Move, the brand faced significant inventory imbalances. Nearly half of all inventory was overstocked, tying up cash in slow-moving SKUs. At the same time, best-sellers frequently ran out of stock, leading to lost revenue and reactive purchasing. Forecasting was largely intuition-based, creating unpredictable inventory behavior, cash strain, and inconsistent product availability.

Move designed a tailored inventory optimization program to give the brand clear visibility into what to reorder, when to reorder, and how to avoid both stockouts and overstock—establishing a roadmap for a healthier, more scalable inventory system.

## Objectives

- Clean and standardize SKU and category data across all platforms
- Classify SKUs into Active, Slow-Moving, or Discontinued
- Align naming conventions to eliminate duplication and sync issues
- Implement weekly inventory health checks
- Build a rolling demand forecast with defined reorder points and safety stock

## Key Obstacles

- Nearly 50 percent of inventory was tied up in overstocked SKUs
- Best-selling items frequently ran out of stock
- Forecasting relied on intuition instead of real demand data
- Limited visibility into consumption and trend patterns
- Cash flow constrained by slow-moving inventory

# Strategic Inventory Optimization Approach



### Data Cleanup & Standardization

Standardized and aligned SKU information across all systems to establish an accurate baseline for forecasting.



### Demand Forecast Model

Built a rolling, data-driven demand planning tool analyzing sales trends, stock levels, and consumption patterns per SKU.



### Reorder Point & Safety Stock Framework

Set structured reorder points and safety stock thresholds for high-velocity SKUs to minimize stockouts.



### SKU Classification & Rationalization

Categorized all SKUs into Active, Slow-Moving, or Discontinued to support focused investment and reduce waste.



### Weekly Inventory Health Monitoring

Implemented a weekly review cycle to track variances, aging stock, and accuracy, enabling proactive corrections.



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**Pro Tip:** You can automate most of this thinking with Lara's AI brain, trained on real supply chain systems and frameworks:  
[www.delphi.ai/larasupplychain](http://www.delphi.ai/larasupplychain)

# Results: A Healthier, More Predictable Inventory



## Improved Inventory Balance

Reduced overstock from nearly **50 percent** to around **20 percent**, freeing up valuable cash previously tied to slow-moving SKUs.



## Stronger Stock Availability

Increased safe-zone inventory for best-sellers, reducing stockout risk and stabilizing revenue.



## Data-Driven Purchasing

Purchasing decisions are now based on true demand patterns, resulting in more confident and efficient reordering.



## Operational Stability

Forecasting accuracy and SKU structure improvements created clearer visibility and fewer disruptions.



## Cash Flow Improvement

Capital is now redirected toward high-velocity SKUs, strengthening working capital efficiency and supporting growth.

## Why This Matters

With a structured, data-backed inventory planning system in place, the brand is now positioned to:

- Maintain consistent stock availability for high-demand products
- Reduce excess inventory and improve working capital
- Scale replenishment with reliable demand signals
- Support future product development with stronger forecasting
- Build long-term operational resilience and profitability



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The foundation established through this engagement sets the brand up for sustained growth and smarter, more strategic inventory decision-making.

# Next Steps

With the forecasting model, SKU framework, and inventory controls now established, the next phase focuses on refining reorder points, strengthening category-level insights, and supporting new product development through accurate demand planning.

Move Supply Chain will continue monitoring inventory health, updating forecasts based on real-time sales behavior, and ensuring stable stock availability across core SKUs. This phase is designed to reduce risk ahead of future growth, support reliable replenishment cycles, and ensure inventory decisions remain guided by accurate data.



## Looking to Optimize Your Supply Chain?



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**Move Supply Chain** can help.

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