



"We waited long for this integrated solution!"
Julien de Perrot, Analyst, LeShop

LeShop.ch started in 1998 in the – then very new – sector of e-retailing and is the market leader in Switzerland. Now it belongs to the Migros cooperative which is the Swiss leader in classical retailing with 25.75 billions CHF turnover in 2008. In 2008, LeShop.ch had a turnover of **112 Million CHF and achieved a 21% sales growth** compared to the prior year.

Logistically it is a big challenge. When a customer enters an order on the web site, it is assigned to one of LeShop's two warehouses, where the order will be processed and the parcel prepared. The parcel is then trucked to one of the **37 postal distribution centers**, from where delivery uses the normal postal distribution channels. The parcels can contain fresh goods such as salads, refrigerated goods (wrapped in insulating bags and cooled by ice bottles), **as well as frozen food**. To avoid delays, **sales forecasting** are a precious tool. Shipping capacity and pick-up staff need to be planned ahead as the volume varies a lot.

On a typical Saturday, LeShop has as few as 400 orders, on a Thursday, it can have over 1800 orders. **Various factors are supposed to influence sales**, such as the beginning or end of vacations, upcoming holidays and the presence of promotional campaigns.

CIS developed a **statistical model** which takes into consideration the influence of these factors on order volumes, and **created daily forecasts by ZIP numbers** for the coming month. **The forecast runs automatically** every week, and the results are available through LeShop's BI platform.



Thanks to our powerful algorithms, we know you will place an order today! Log in to www.leshop.ch now and help reducing the CO2 offset!