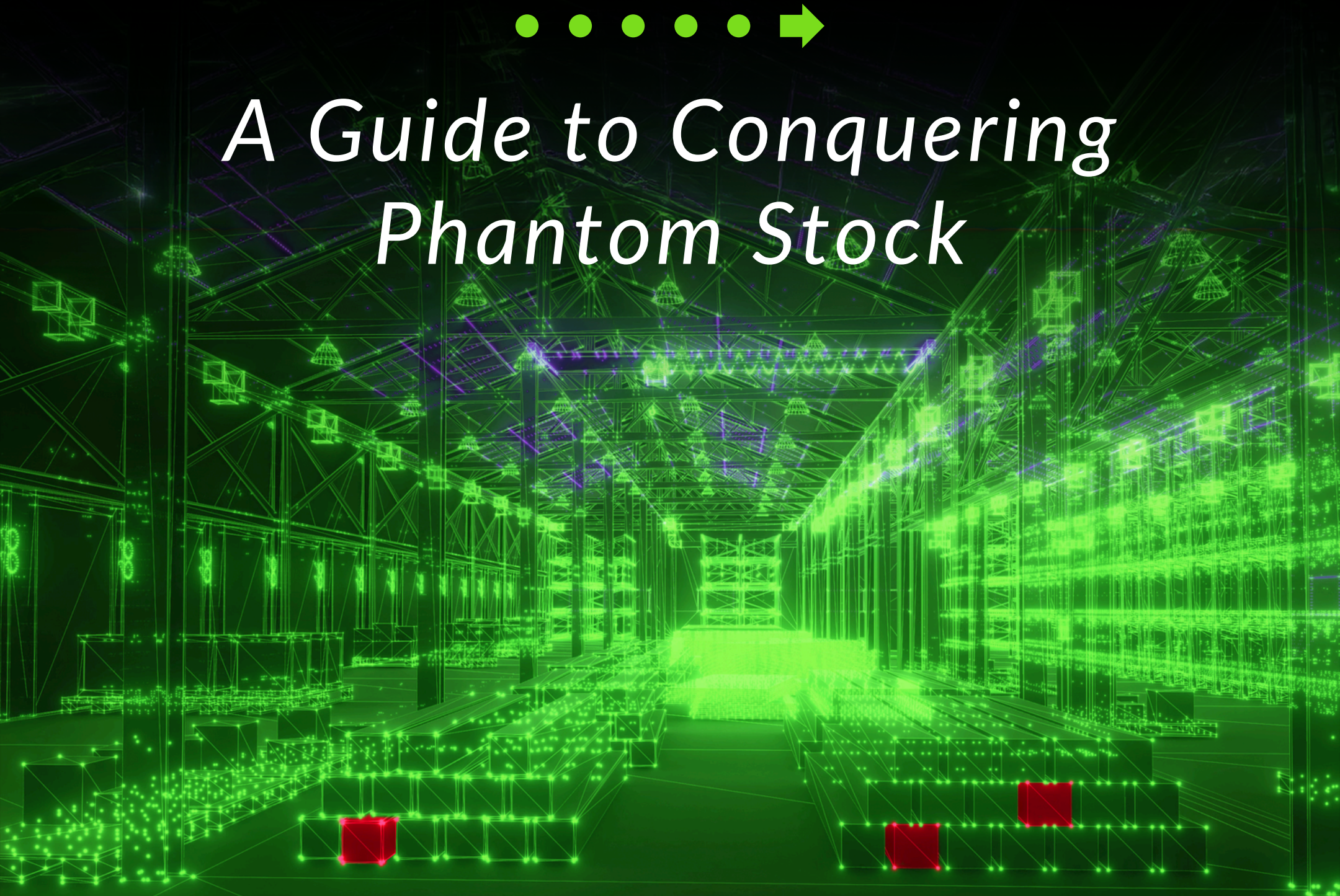# RETAIL VELOCITY

EXORCISE THE GHOSTS IN YOUR INVENTORY

A Guide to Conquering Phantom Stock

THE SILENT MENACE

Phantom inventory, also known as ghost inventory or stock, is a silent menace lurking within supply chain management for consumer brands and retailers.

Learn how to identify, reduce, and prevent this serious threat to on-shelf availability and your bottom line.

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WHAT IS PHANTOM INVENTORY?

It's a term that describes inventory reported as available in your inventory management system or records, but that doesn't physically exist.

(i.e., you think the product is on-hand, but it's nowhere to be found)

THE HIDDEN IMPACT

The consequences of phantom inventory
may not be immediately apparent,
but they can profoundly impact:

SALES

OPERATIONAL EFFICIENCY

PROFITABILITY

THE EFFECTS OF GHOST INVENTORY'S SILENT ASSAULT

Running your business based on inaccurate inventory and point-of-sale data can lead to minor consequences or catastrophic business decisions.

✖ **Lost sales and revenue**

✖ **False sense of profitability**

✖ **Inaccurate demand forecasting**

✖ **Increased stockouts**

✖ **Poor shopper experiences**

✖ **Inefficient retailer replenishment**

✖ **Strained retailer-supplier relationships**

✖ **Wasted time and resources**

DON'T WANT TO BE HAUNTED BY GHOST STOCK ANYMORE?

Start by recognizing its common causes.

- Data Entry Errors
- Lack of Inventory Visibility
- Misplaced Items
- Inaccurate Inventory Audits
- Employee Theft / Shoplifting
- Product Damage / Spoilage
- Administrative / Receiving Errors

STOP PHANTOM INVENTORY FROM CREEPING IN

By implementing preventive measures, brands can significantly reduce the occurrence of phantom inventory and optimize inventory management.

Conduct Regular Inventory Audits / Counts

Catch ghost stock in days or weeks rather than months.

Analyze daily POS and Inventory Data at the SKU and Store Level

Improve sales and inventory visibility to confidently pinpoint discrepancies.

Leverage sophisticated technology & automation

Automatically collect, cleanse, and harmonize real-time and historical retail data to improve data accuracy.

MEET YOUR GHOSTBUSTER: VELOCITY®

Retail Velocity's VELOCITY® retail data platform is designed to help detect phantom inventory issues before they escalate and wreak havoc on your business and retailer partners.

Automatically **collect, cleanse, and harmonize daily** point-of-sale and inventory data, both physical store and e-commerce

Seamlessly ingest and update **item- and store-level data** from **any retail data source**, in any format (Portals, APIs, EDI, FTP, Excel, Parquet Files)

625+ available U.S. and international retailer and distributor data adaptors

HOW VELOCITY® WARDS OFF PHANTOM INVENTORY

✓ Provides complete visibility into daily sales and inventory levels

✓ Helps CPGs better understand the root causes of phantom inventory

✓ Helps identify unusually high inventory with zero scans or dropping sales

✓ Helps confirm issue resolution after physical inventory counts

✓ Reduces out-of-stocks and ensures optimal on-shelf availability