

Data Storytelling

Nordmark Retail Group

The Nordmark Retail Group

Nordmark Retail Group is a mid-sized European omnichannel retailer operating through brick-and mortar stores and a growing e-commerce channel. The company specializes in selling a wide range of home care products, lifestyle items, and seasonal merchandise.

Distribution Network

DC Principal + 3 Physical Stores + Web
Oslo · Trondheim · Bergen · Online

Product Portfolio

Electronics · Grocery
Household · Personal Care

Core Supply Chain Challenge

NordMark's problems are disruptive, presenting uncertainty in demand and inventory positioning. Furthermore, without an integrated vision, each team (merchandise, logistics, e-commerce, finance) optimizes its local metrics. The result is a supply chain that reacts to problems rather than anticipating them.

Inventory Analysis

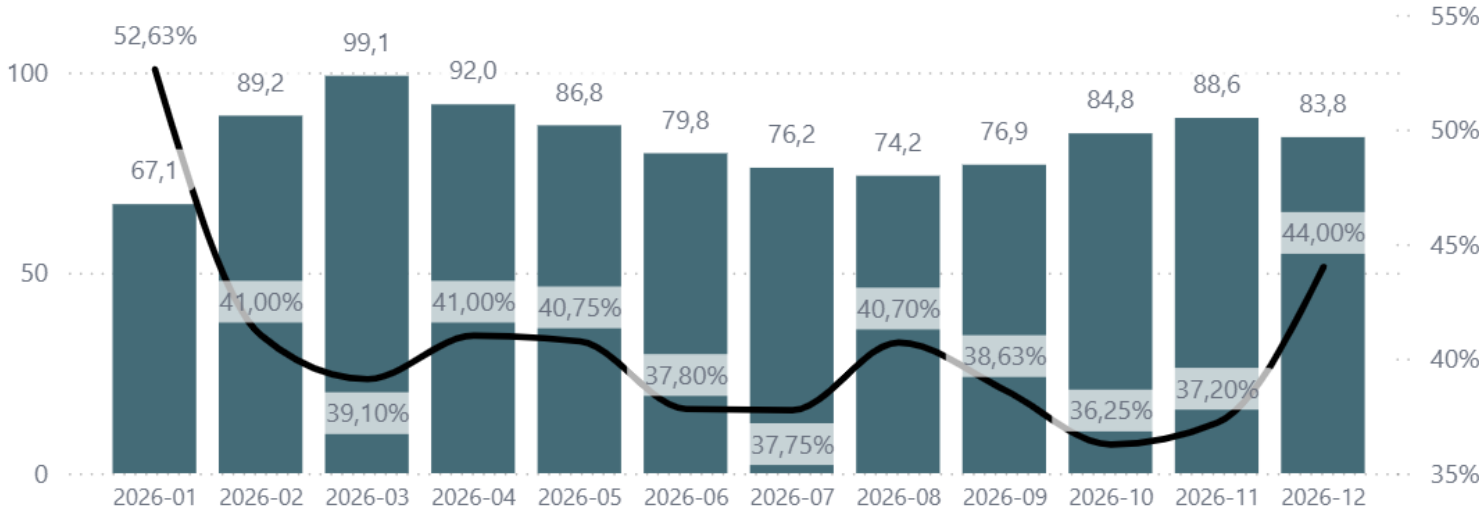
More than half of the portfolio is at risk

Monthly Low Stock % - All Categories 2026

Week End On Hand Inventory and Low Stock %

By Year Month and Product Category

● Week End On-Hand Inventory ● Low Stock %



The **Low Stock %** reached **52.6% in January**, representing more than half of the supply chain portfolio at risk in its worst month, with **Household** leading the way at **56.8%**.

Based on the demands presented in January, inventory planning must be adjusted to maintain a Safety Stock that will cover inventory for the coming months until a replenishment in October.

Annual Peak

52.6 %

January - 2026

HouseHold Max

56.8%

Critical Category

Minium Low Stock %

36.25%

October - 2026

Interpretation

The Chain isn't broken, it's blind

Interpretation of Supply Chain Challenge

↘ **Descriptive, not predictive Forecasting**

Errors are detected after they occur. The feedback loop to planning is often so weak that inventory mismatches recur month after month.



Defensively positioned inventory

4,368 SKUs were identified with inventory levels between 0 and 20 units available, indicating that inventory is being managed inefficiently and is therefore concentrated in non-priority locations.



Contradictory local metrics

Without shared definitions among the groups, there are no common definitions of availability, and each team optimizes its own metric based on its own expertise. Cross-functional coordination becomes structurally impossible.

Solutions

3 Levers to transform the operation

Implication and Solution



01. Granular forecasting by category

Both the **Electronics and HouseHold** categories require differentiated models. Their seasonal sensitivity, with varying **promotions and product sales fluctuations**, results in a greater financial impact, justifying frequent updates and active feedback.



02. Dynamic Safety Stock per network node

Oslo, Trondheim, Bergen and the web channel present different demand patterns, therefore, stock must be calculated differently for each node and each channel, thus applying a specialized policy for each node and avoiding stockouts and overstocking.



03. Real time cross – channel visibility

By unifying the different availability metrics across all channels, both physical and online, mismatches in operational incentives can be eliminated and decision-making for efficient inventory transaction fulfillment can be improved.