

Product Categorization at Boohoo Group

About Boohoo Group

Boohoo Group, a global leader in fashion retail, manages 13 brands, including Boohoo, PLT, Karen Millen, and Debenhams, with a workforce of approximately 3,500 employees. Managing a vast inventory of over 10 million products, Boohoo generates an annual revenue of around £1.9 billion, positioning itself as a key player in the fast-paced fashion industry.

The Challenge

Prior to implementing DecisionRules, Boohoo's product categorization was heavily dependent on manual processes within Salesforce. This approach was not only labor-intensive but also prone to inefficiencies, making it challenging to keep up with the scale and pace of Boohoo's operations. The company needed a solution that could automate the categorization process, reduce reliance on the IT team, and allow non-technical staff to manage categorization rules effectively.

The Solution

Boohoo explored several options, including open-source rules engines, but ultimately selected DecisionRules for its intuitive user interface and robust capabilities. DecisionRules provided a plug-and-play solution that met Boohoo's needs for quick deployment and easy management by business users. The decision to use DecisionRules was driven by its ability to handle complex categorization tasks through an API, without requiring extensive database configurations or custom development.



Better Efficiency

20h per month saved



Cost Savings

£75,000 per year



Scalability

from 100k products to 3mil

Implementation

The implementation of DecisionRules at Boohoo was rapid and efficient. The Minimum Viable Product (MVP) was operational within days, and the full setup of rules in the DecisionRules engine took only two to three weeks. Boohoo's serverless application, Thundercat, integrates seamlessly with DecisionRules, utilizing AWS services like Lambda, EventBridge, and API Gateway to automate the categorization process.

Boohoo's Automated Categorization Flow

Data Enrichment & Filtering
& process orchestration

 DecisionRules

Product Information
Management Software

Amazon SQS

Eshop's Website

Low and High Priority Sorting

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Use Cases

1. Automated Product Categorization:

- **Process:** Boohoo's Product Information Management (PIM) system feeds product data, including hundreds of attributes, into DecisionRules. The system processes these attributes to determine the best categories for each product, enhancing Boohoo's categorization capabilities.
- **Impact:** The automated system categorizes products within 60 seconds of any attribute change, ensuring that Boohoo's product listings are always up-to-date and accurate.

2. Multi-Platform Integration:

- **Boohoo** plans to extend DecisionRules across multiple e-commerce platforms, including Amazon and TikTok. By mapping platform-specific categories into DecisionRules, Boohoo can ensure consistent and accurate categorization across all sales channels, improving product visibility and sales potential.

Results and Impact

- **Efficiency Gains:** DecisionRules has automated Boohoo's categorization process, reducing the need for manual intervention and freeing up IT resources. This has allowed Boohoo to focus on more strategic initiatives, improving overall operational efficiency.
- **Cost Savings:** Automating the categorization process with DecisionRules has saved Boohoo the equivalent of two full-time employees, amounting to approximately **£75,000** annually each. The cost savings, combined with the efficiency gains, deliver a substantial return on investment.
- **Scalability:** DecisionRules has proven capable of handling the categorization needs of Boohoo's extensive product portfolio, processing up to 10 million product data changes each day.

Future Outlook

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Conclusion

The implementation of DecisionRules at Boohoo Group has changed the way the company manages its product categorization, delivering significant efficiency gains, cost savings, and scalability. This successful partnership positions Boohoo for continued growth and success in the dynamic fashion industry.

With DecisionRules, Boohoo has empowered its non-technical teams to manage complex rules independently, reducing reliance on IT and enabling faster, more accurate categorization across all its brands and platforms.