Simbus
Simplifying your Business

NEW STYLE ALLOCATION

Your newest style has **zero** sales history.



So how do you know which stores should get it?

94% of apparel brands still bet on long-range forecasts. But forecasts are **blindest exactly where the risk is biggest.**

Swipe for a smarter way →

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THE FLIP

WRONG QUESTION

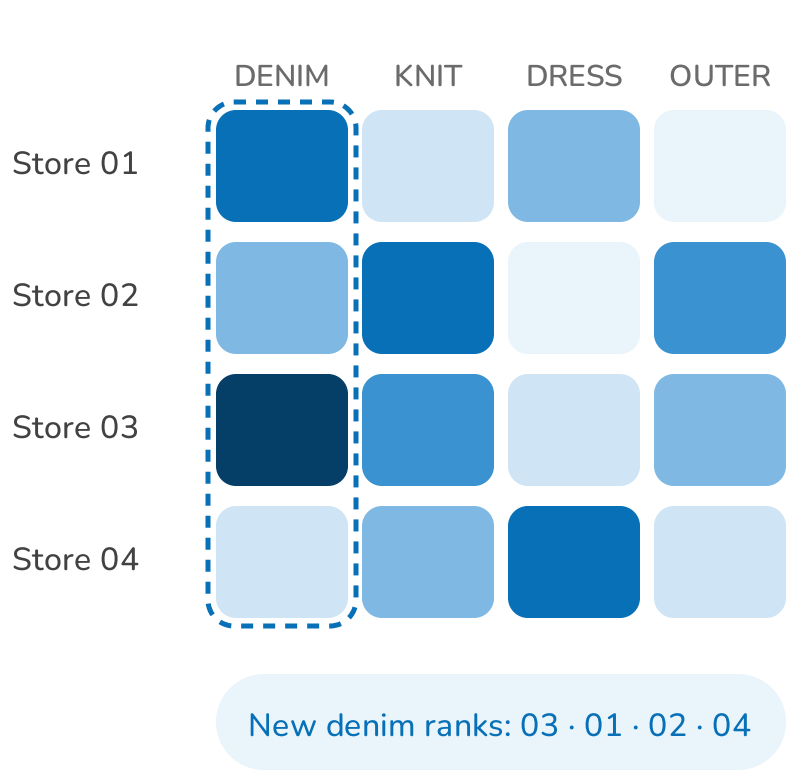
~~"How many will this SKU sell?"~~

RIGHT QUESTION

"What does each store sell **brilliantly**?"

Every store has a **fingerprint** in its POS data: category mix, sell-through, how hard it discounts.

Learn it, and a brand-new style inherits a store ranking from its category on **day one**. No style history required.



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THE ENGINE

Not a spreadsheet.
A **production-grade** system.

Delta Lake
Years of store-day sales in one governed source of truth

MLflow
Every model versioned, so any past allocation can be replayed and audited

Rule-aware allocation
Planogram ceilings, option norms and size-depth rules built in, with the binding constraint logged on every line

No more “why did Store 214 get 40 units?” **You'll see exactly why.**

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LET'S TALK

Allocate new styles with **confidence**, not guesswork.

Simbus builds store × category affinity models inside **your** Databricks environment.

Your data · Your rules · Your governance

Launching a new collection soon?
Let's talk before the stock ships.

DM us “ALLOCATE”

Visit our website ↗