

Kosik.cz Sells Out Goods with Markdown!

"By adopting Yieldigo's Markdown Optimization module, we've reduced food waste, generated more than €1.2 million in revenue from near-expiry goods, and delivered more than 850,000 items through attractive last-minute deals."



Country **Czech Republic**

Industry **Online Grocery**

Pricing zones **2**

Turnover **136 M EUR**

+34%

Increase in Revenue
Saved

Overstock is a standard challenge in retail grocery. Reducing food waste became crucial for Kosik.cz's profitability and caring for the environment. Yieldigo's Markdown Optimization module enabled Kosik.cz to move beyond basic fixed discounts, commonly used in brick-and-mortar supermarkets, towards a demand-oriented approach. This not only boosted their profitability and reduced food waste but also gave them a new competitive edge over traditional retail.

Yieldigo Services Provided

- ✓ Fully automated markdown module for ultra-fresh food
- ✓ Calculation of markdown price every hour
- ✓ Precise prediction including successful sell-out estimate
- ✓ Automatic revision of imported data
- ✓ Customized price rounding
- ✓ On-demand support with short reaction time

Challenges Overcome

- ✓ +34% NR on last-minute goods
- ✓ -12pp avg. discount on last-minute goods
- ✓ Replaced rigid discount levels with flexible, demand-based markdowns



Filip Skála
Head of Pricing
Kosik.cz

"Our team is now able to offer demand-oriented discounts for markdowns, helping drive profit and reduce food waste, with Yieldigo software."

Yieldigo