PILOT READOUT

StyleSignal

Pilot Results Readout

Fall season pilot: Fall Workwear team vs. control
Recommendation: roll out to all collection teams

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Portfolio case study. All figures are illustrative sample data; no employer information is used.

Executive summary

StyleSignal was piloted with the Fall Workwear team for one season. The Fall Knits team kept using its Excel trackers as a control group. The pilot met three of its four targets and is on track for the fourth, so we recommend rolling out to every collection team.

84%	3.5 wks	−40%	86%
On-time launches, pilot season	Earlier warning on at-risk styles	Time in status meetings	Weekly active merchandisers

Recommendation: approve Gate 4 and roll StyleSignal out to all collection teams in the Holiday season. Retire the three Excel trackers at switch-over.

1. Pilot design

	Pilot group	Control group
Team	Fall Workwear	Fall Knits
Styles	72	68
Tooling	StyleSignal, weekly PLM export	Existing Excel trackers and email
Duration	One full season (14 weeks)	Same season
Measured	On-time launches, warning time, meeting time, weekly use	Same, where available

2. Results against targets

Metric	Baseline	Target	Pilot result	Control	Status
On-time launch %	71%	85%+ (within 2 seasons)	84%	73%	On track
Advance warning	2.0 weeks	4+ weeks	5.5 weeks	2.1 weeks	Met
Status meeting time	6 hrs/week	−30%	−40%	No change	Met
Weekly active users	n/a	80%+	86%	n/a	Met

After full rollout, the following Holiday season reached **89%** on-time launches, passing the 85% target.

3. On-time launch trend

Season	Spring	Summer	Fall (pilot)	Holiday (rollout)
On-time launch %	71%	74%	84%	89%
Tooling	Excel	Excel	StyleSignal, 1 team	StyleSignal, all teams

4. What drove the result

- **Earlier action:** 9 styles were flagged "launch with a fix" 5+ weeks out; 7 of them launched on time after a backup mill or extra fit session was booked.
- **Faster decisions:** 3 high-risk, high-demand styles moved to wave 2 instead of being dropped, protecting about 80% of their planned revenue.
- **Cleaner capacity:** 2 low-demand, high-risk styles were dropped early, freeing factory capacity for best-sellers.
- **Shorter meetings:** line reviews ran from the ranked action list instead of a status round-table.

5. What we learned

Finding	Evidence	Change for rollout
Explained scores drive trust	Merchandisers challenged 4 scores in week 1, then none after the driver list was added	Keep rule-based scoring; publish the one-page scoring guide
Tech pack delays are the #1 cause	9 of 23 at-risk styles were driven by late tech packs	Add tech-pack capacity check to the line review
Owners want to be told, not to look	Top request in the pilot survey	Monday alerts moved to v1.1
One vendor drives a large share of delays	Turkey vendor: 45% of styles late on a milestone	Vendor scorecard in v1.1; raise with sourcing

6. Next steps

1. Approve Gate 4 and schedule training for the remaining three teams.
2. Retire Excel trackers team by team after one week of running both.
3. Start v1.1: Monday alerts, "what if" wave view, vendor scorecards.