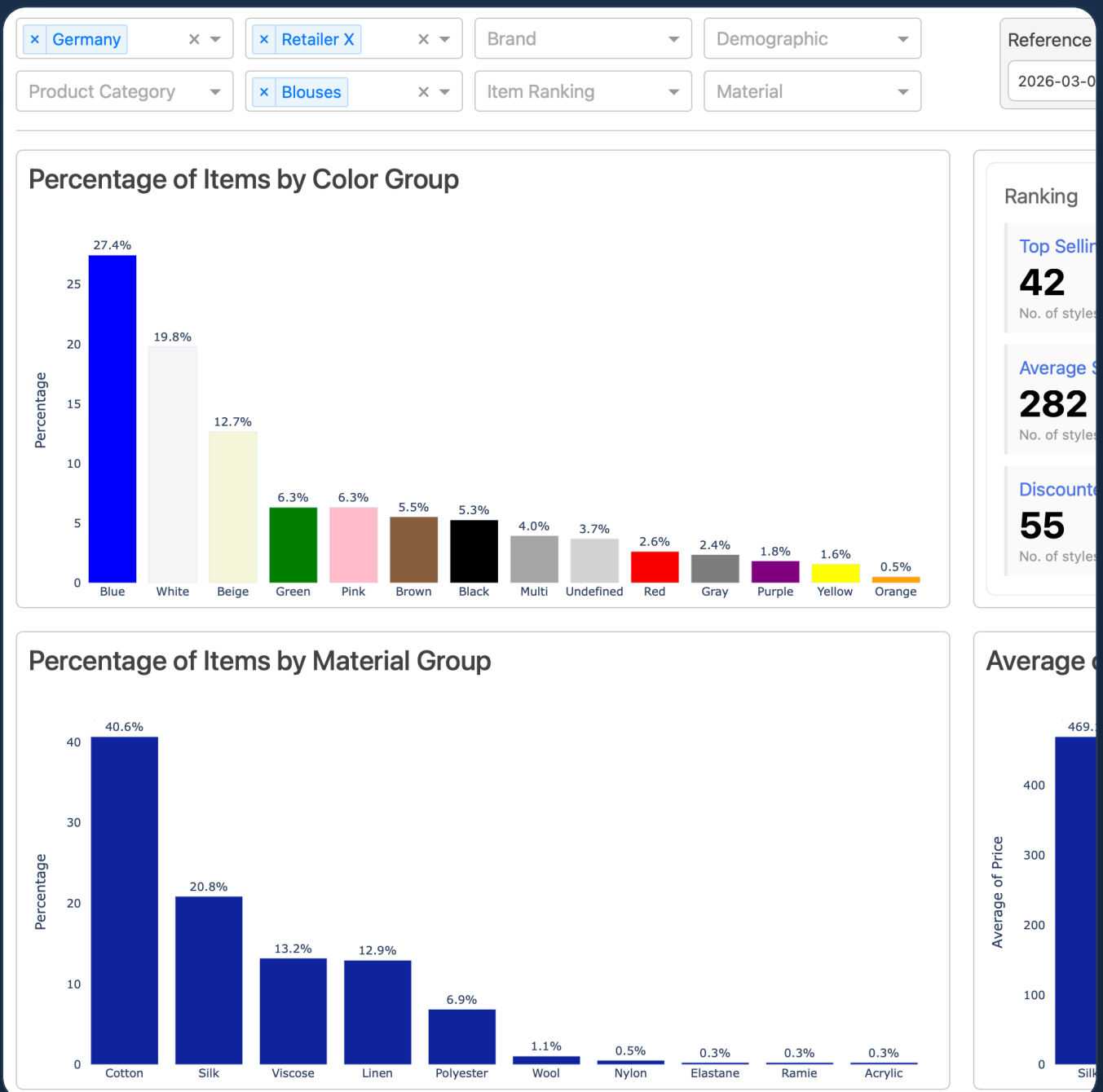


# DataCraft

Daily market intelligence on new arrivals, best sellers, pricing, and competitive moves across major fashion brands.



# What you get, every day

DataCraft turns daily product data from major fashion brands into the intelligence merchandisers, buyers, and strategists need to move first.

01

## Daily Market Updates

Fresh tracking of new arrivals and product changes across the brands you compete with. Catch launches the day they happen.

02

## Dynamic Best Seller Analysis

Surface trending items and the strategies behind them — restocks, sell-through, and the products quietly running away with the season.

03

## Price Monitoring

Track pricing strategies and promotional patterns across brands. Spot markdown waves before they hit your category.

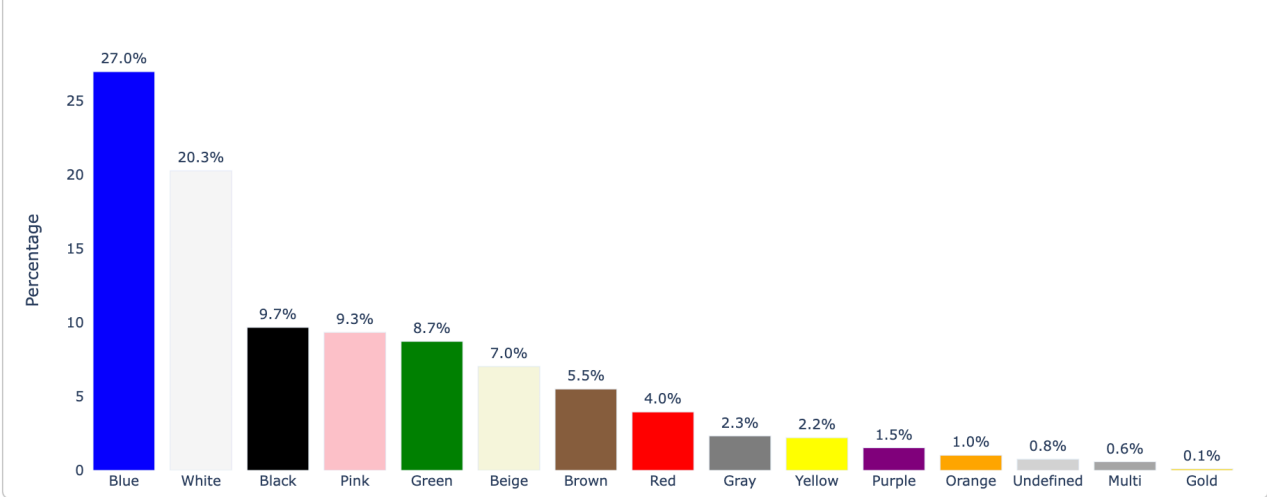
04

## Competitive Intelligence

One pane of glass across multiple brands. Compare assortments, materials, color shares, and pricing without juggling sources.

# See DataCraft in action

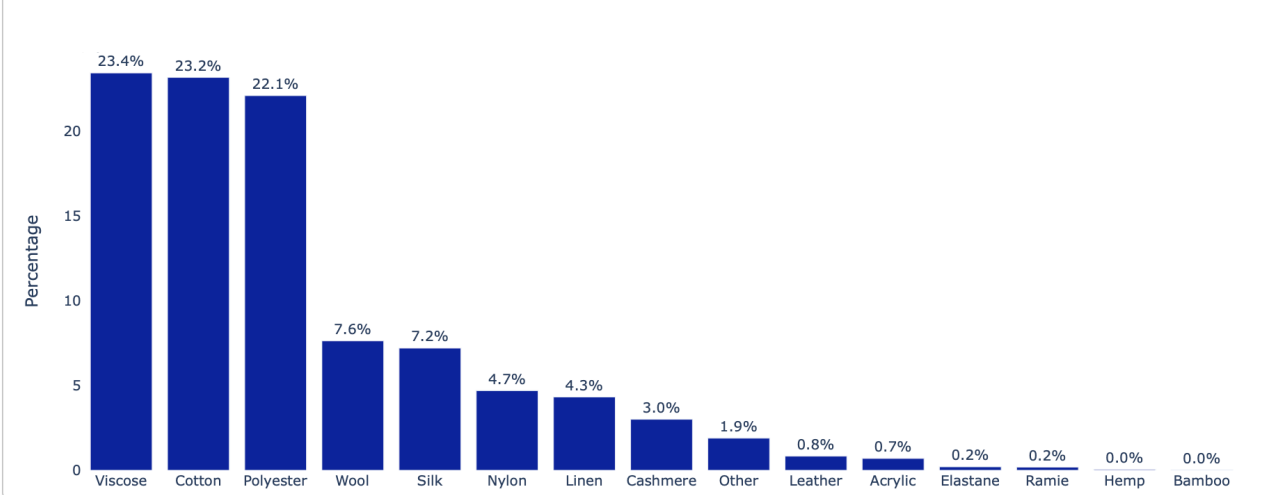
### Percentage of Items by Color Group



### Color Distribution

See how products spread across color groups. Spot dominant palettes and emerging trends at a glance.

### Percentage of Items by Material Group



### Material Breakdown

Understand which fabrics dominate the market. Track shifts in material usage across brands and seasons.

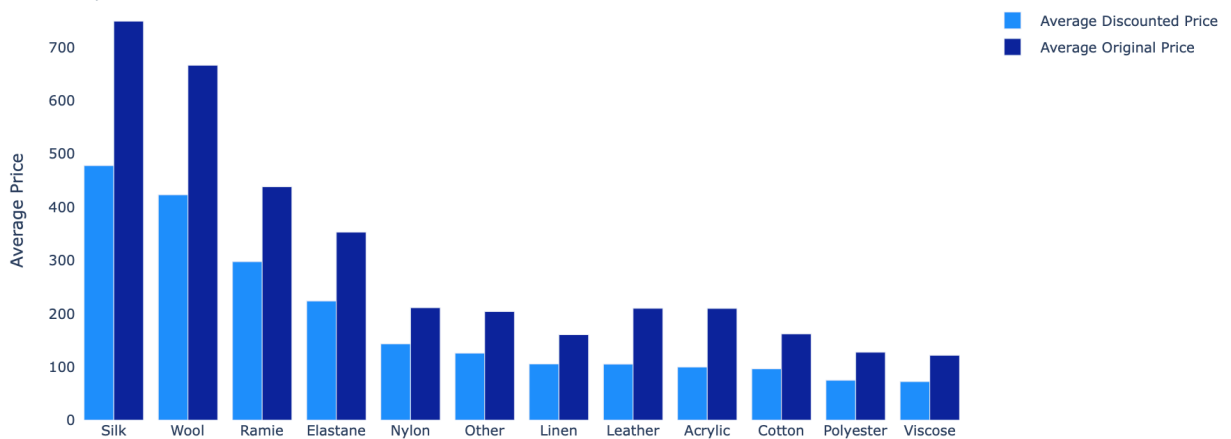
# More views, more signal

Image	Date Info	Country	Product Model	Retailer	Brand	Item Ranking	% Sizes Sold Out	Restock Count	Color Group	Material Group	Current Price	Discount
	Data as of: 2026-03-25 First appeared: 2026-02-20	Germany	oversize striped shirt with contrast cuffs	Demo	Demo	Top Selling	100.00%	6	Pink		32.95 EUR	0%
	Data as of: 2026-03-25 First appeared: 2026-01-16	Germany	wrapped checks shirt	Demo	Demo	Top Selling	25.00%	4	Multi	Viscose	39.95 EUR	0%
	Data as of: 2026-03-25 First appeared: 2026-01-29	Germany	zw collection poplin peplum shirt	Demo	Demo	Top Selling	0.00%	4	White	Cotton	45.95 EUR	0%
	Data as of: 2026-03-25 First appeared: 2026-02-19	Germany	striped puff sleeve shirt	Demo	Demo	Top Selling	100.00%	3	Multi	Viscose	32.95 EUR	0%
	Data as of: 2026-03-25 First appeared: 2026-02-20	Germany	zw collection embroidered shirt	Demo	Demo	Top Selling	100.00%	2	Black		39.95 EUR	0%

## Top 10 Items

Ranked top-performing products with restock counts, sell-through, pricing, and material details.

## Average of Price by Material Group



## Pricing by Material

Compare original vs. discounted prices per material group. See where the deepest markdowns happen.

BUILT FOR

# Teams who need to move first

## Buyers & Merchandisers

Validate assortment decisions against live market data, not gut feel.

## Design Teams

Ground next season's direction in what's actually landing on the floor across the market.

## Strategy & Pricing

Track competitive moves on price, promotion, and depth of markdown.

## Brand & Trend

Spot which colors, materials, and silhouettes are gaining share.

## Ready to see your market clearly?

Book a 30-minute demo and we'll walk through DataCraft with your category in mind.

[calendly.com/datacraft-nortzee/30min](https://calendly.com/datacraft-nortzee/30min)

[nortzee.com/products.html](https://nortzee.com/products.html)