

Al Solutions That Bring Value Where It Matters Most

Trade Promotion Optimization

- Resource allocation optimization to decide which promotions to run, where, when, and to which audience
- Joint optimization for marketing, inventory, and manufacturing
- For end customers and wholesale customers
 - Customer segmentation
 - Demand prediction
- For marketing efforts
 - ROI prediction
 - Uplift analysis

Sales and Marketing

- Propensity to buy to cross- and up-sell wholesale customers
- Wholesale customer lifetime value prediction
- Active learning: optimal experimental marketing campaign design

Customer Service and Retention

- Wholesale customer churn
 - Explainable Al: reasons to churn
 - Uplift analysis on churn prevention campaigns

Data Augmentation

- For competitors, wholesalers, and end customers
 - Geospatial data ingestion
 - Market and trend analysis
 - Data enrichment (web scraping and open data)

Al Monitoring and Maintenance

- Ensure performance of Al in production
- Inform business about changes in customer behavior (data drift)
- Extract business insights from Al-driven decision making in production

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