



Personalized Marketing using Machine Learning for Retail

Predictive Analytics & Optimisation

Predict Events Using Machine Learning & Artificial Intelligence

Predict Business Outcomes

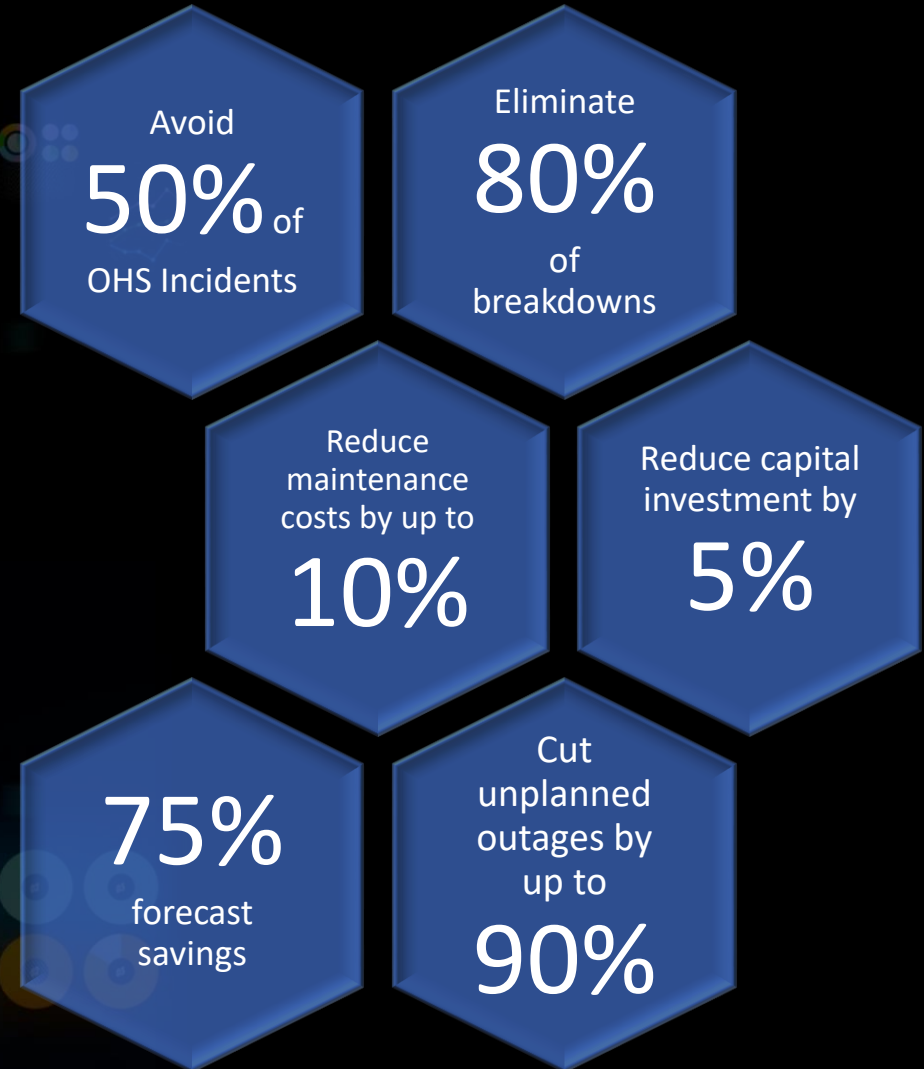
- Sales & Expenditure Forecasting
- Next Best Action and ML-based Marketing Personalisation
- Staff and Resource Optimisation

Predict Incidents

- Predict OHS Incidents by combining incident history with environmental variables and staff activities
- Machine-Learning-Based Dynamic Employee Risk Profiles

Asset Monitoring and Optimisation

- Asset/Process Failure (Condition Based Monitoring) and Critical Control Monitoring
- Downtime Prediction and Prevention
- Optimise Plant and Machinery to Increase Throughput and Reduce Running Costs

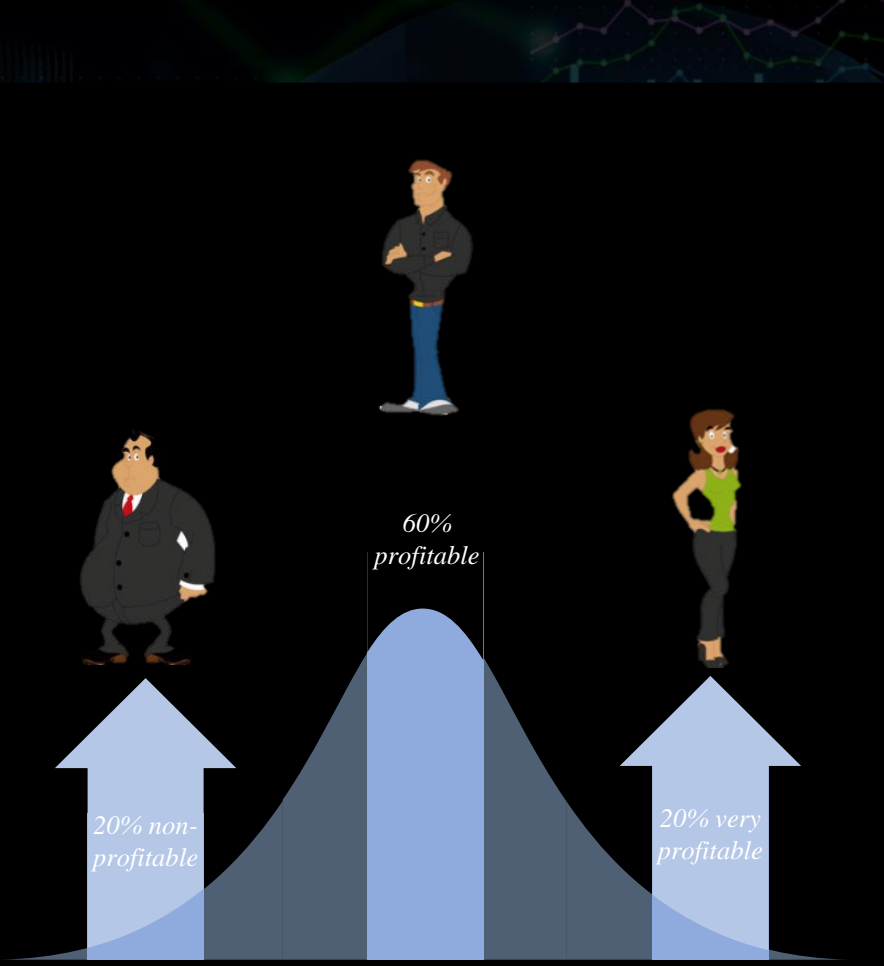


Data-Driven Customer Personas

Unsupervised ML segmentation to understand new clusters of customers and what motivates them

Understand how to **cross-sell, up-sell and retain** by conducting workshops based on a **deep understanding of the statistics and data to create Customer Personas**. Some examples might include:

- **Will the Weekend Warrior**
 - Young, male customer between 18 and 25 who tends to visit on the weekends a few times a month.
 - Spends between \$50 and \$250 on the Pokies
 - Purchases high volumes of alcohol and usually a meal on the weekend.
 - Visits the Bottle Shop on average every 2-4 weeks.
- **Peta the Professional**
 - Female customer who typically visits once a week after work.
 - Predictable visit schedule, likely tied to work schedule.
 - Usually stays for a few drinks and a meal.
- **Gary the Gambler**
 - Male customer who typically spends above \$500 per month on the Pokies
 - Makes up 10% of customers
 - Generates 40% of revenue
- **Rita the Retail Shopper (Bottle Shop Customer)**
 - Very rarely visits the pub, Low spend on F&B
 - Visits the Bottle Shop on average every 2-3 months.



Predict the needs of your customers

Sensational Customer Experience and Increased Sales

Purchase History

Predicted Behaviour



Crown on Sale

Hendricks on Sale

87%
Likelihood of Purchasing Crown based on regularity

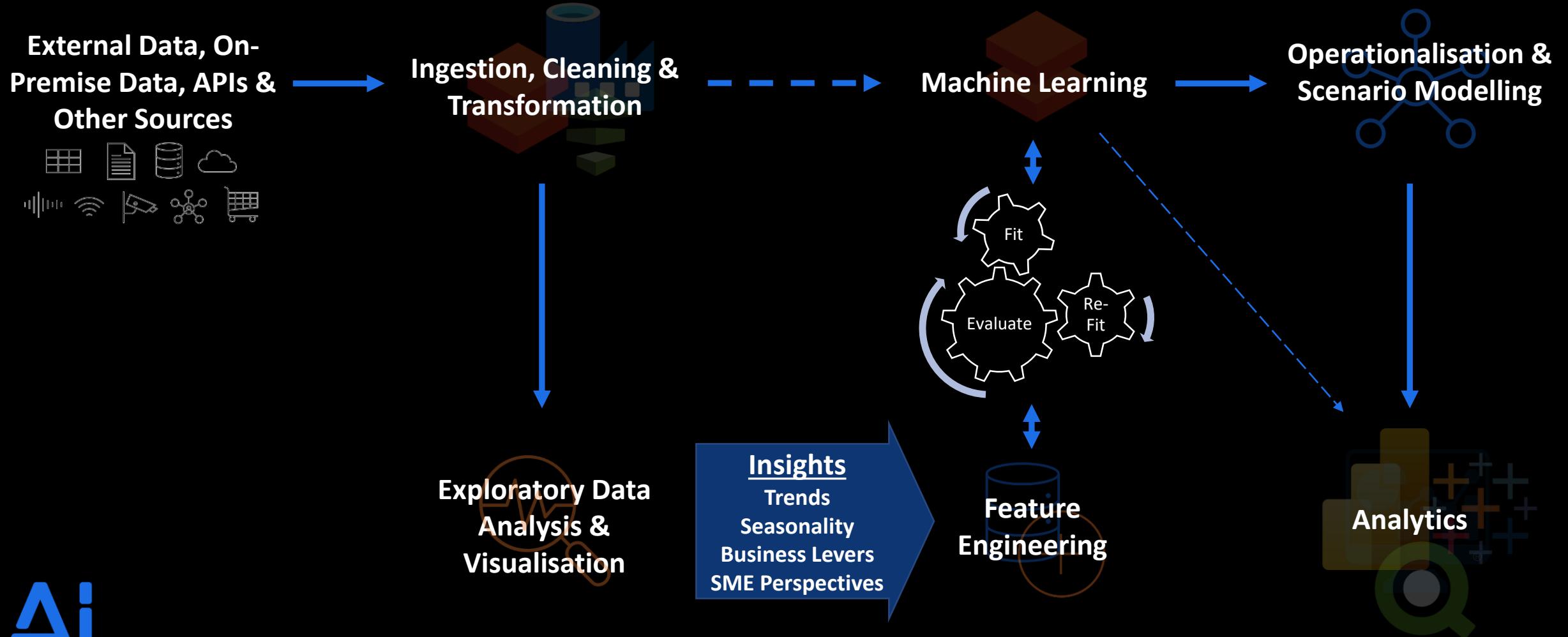
85%
Likelihood of Purchasing Gin based on regularity

42%
Likelihood of Purchasing multiple bottles on sale given propensity to buy in bulk whilst on sale

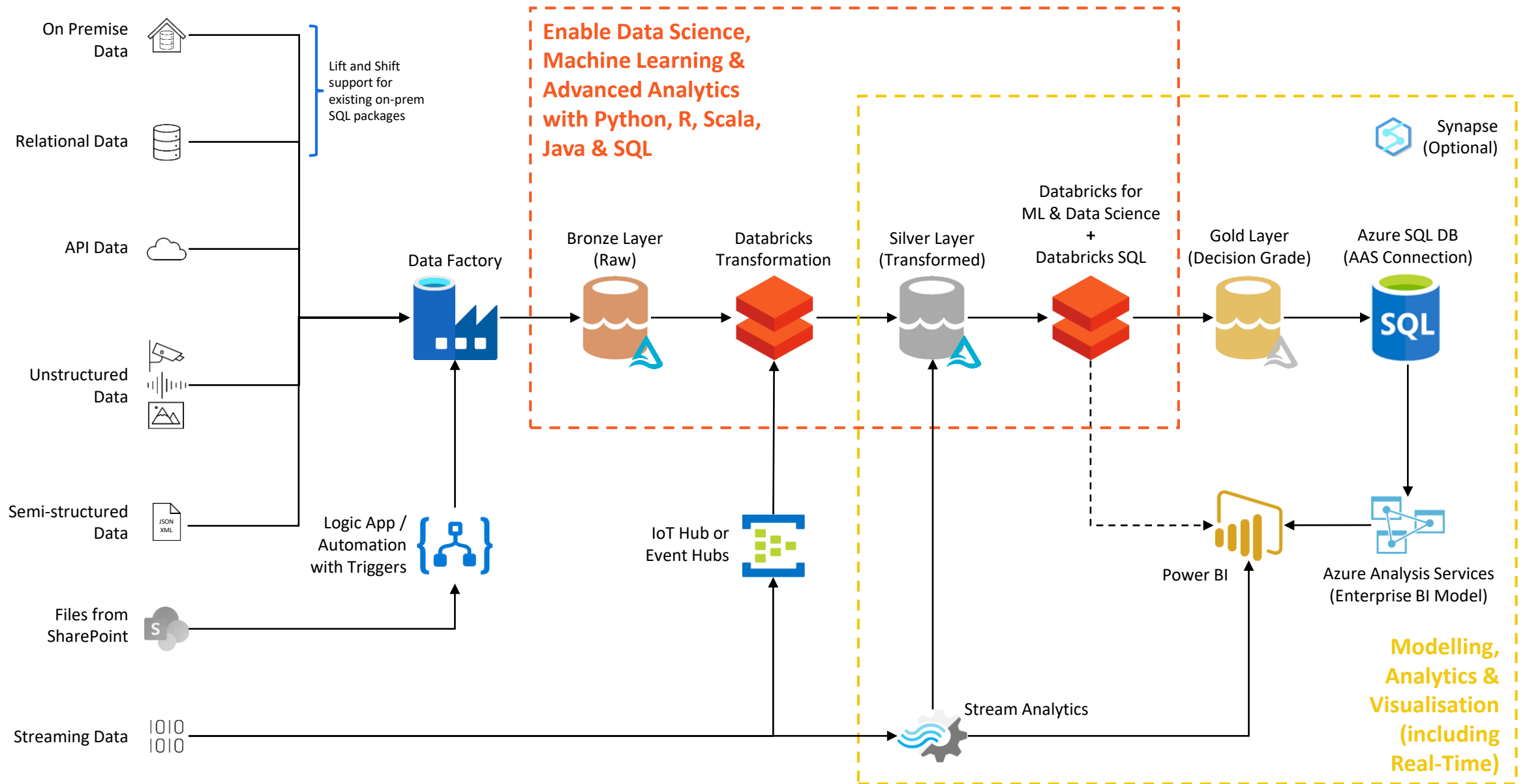
30%
Likelihood of purchasing Blue Label based on Red and Black Label purchases

20%
Likelihood of purchasing Hendricks Midsummer Solstice based on previous Gin purchases

AI Consulting Group ML Framework



5-Day Data Lakehouse Implementation (Azure EBI)



Agile Delivery for Maximum Business Flexibility

Urgent Feedback and Removal of Blockers

Input from Client Team, SMEs, Executives and Stakeholders

Client Product Owner or Program Manager

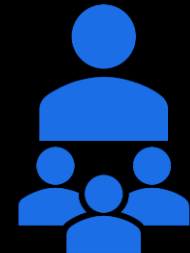
Weekly Budget & Progress Status Reporting, Source Control, RAID Registers (Risks, Actions, Issues Decisions), Approvals Register, Peer Review Sign-Off and other Important Feedback



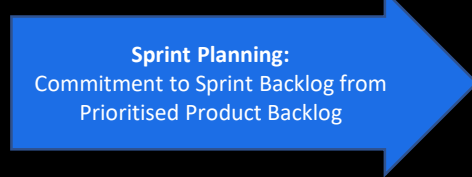
- What was done in the last 24 hours?
- What will be done in the next 24 hours?
- Any issues and/or blockers?

Product Backlog

- Backlog Item 1
- Backlog Item 2
- Backlog Item 3
- Backlog Item 4
- Backlog Item 5
- Backlog Item 6
- Backlog Item 7
- Backlog Item 8
- Backlog Item 9
- Backlog Item 10

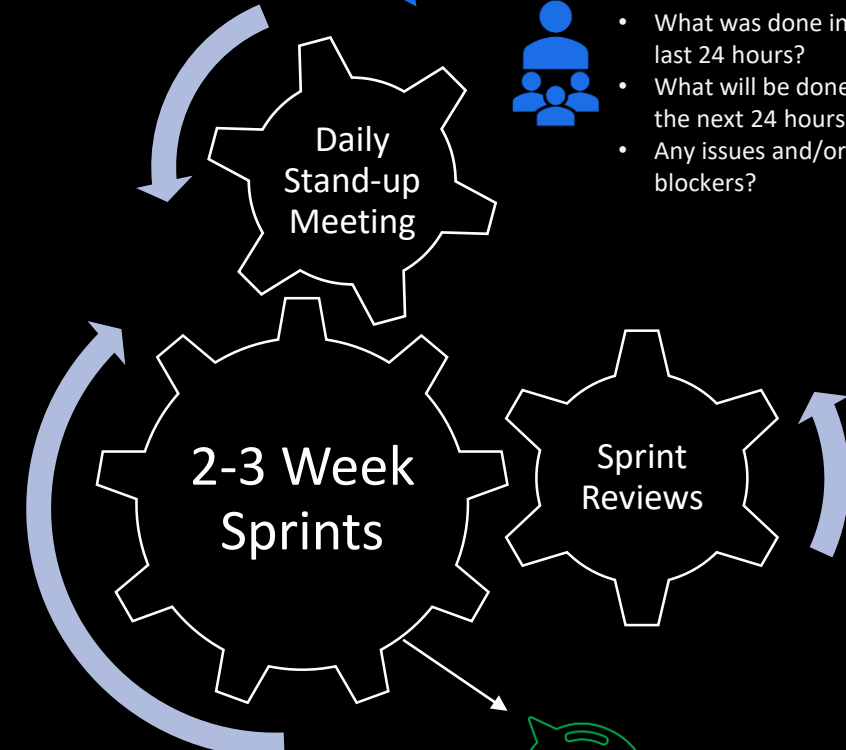


Delivery Team



Sprint Backlog

- Backlog Item
- Backlog Item
- Backlog Item
- Backlog Item
- Backlog Item
- Backlog Item



Potentially Shippable Product Increment (Sprint Output)



Improvements, Defects, Bugs and New Ideas

Our End-to-End Approach



Opportunity Catalogue

Activities:

- Site Walkthroughs
- Data Landscape Maturity Assessment
- Board Priority Identification
- Business Priority Identification
- Operations Research
- Exploration with SMEs
- Top 10 Cost Drivers
- Top 10 Revenue Drivers

Outputs:

- Opportunity Priority List
- Opportunity Roadmap
- Business Case Development
- Architecture Strategy

Design, Build & Test

- Security by Design & AD
- IOT and Edge Considerations
- Platform Adoption
- Provisioning Environments
- Design Workshops
- Define Architectures
- Network Design
- UX Design
- Disaster Recovery
- Process Design
- Application Development
- SME Validation
- Information Flow
- Dev Ops (CI/CD)
- Testing
- Deployment
- Platform Monitoring
- Change Management
- Documentation

AI & Optimisation

- Reporting
- Master Data Management
- KPI Monitoring
- Dashboards
- Stream Analytics
- Text and Sentiment Analytics
- Image Recognition
- Emotion API
- Natural Language Processing
- Voice Analytics
- Video Analytics
- Model Optimisation
- Machine Learning
- Unsupervised Learning
- Reinforcement Learning
- Decision Support
- Recommendation Engines
- Simulations
- Digital Twins
- Autonomous Control
- Physical Automation

Business Transformation

- Return on Investment
- Operational Efficiency
- Additional Revenue
- Reduced Cost
- Increased Customer Satisfaction
- Increased Market Share
- Board & Executive Assurance
- Risk Mitigation