

# AI-Powered Retail Trade Promotion Optimization

A 360-degree solution that optimizes trade promotions by integrating personalized recommendation engines with advanced demand forecasting, delivering AI-driven insights and real-time sales tracking to offer targeted promotions aligned with dealer behavior, seasonal trends and business objectives



## Business Opportunity

- Dynamic promotion adjustments
- Optimal Demand Forecasting
- Dealer-Specific Recommendations
- Seasonal Trend Alignment
- Optimized Inventory Levels



## Value



Precise predictions reduce stockouts, boost sales.



Personalized promotions enhance dealer performance and satisfaction.



Align promotions with seasonal demand fluctuations.



## Solution Package

Continuously analyze market trends and seasonality to adjust forecasts dynamically

### Dynamic Trend Identification

### Behavior-Based Recommendations

Suggest relevant schemes/products to dealers by analyzing their historical purchasing behavior

### Forecast Model Selection

Compare various forecasting models and choose the most accurate one based on historical data and business needs.

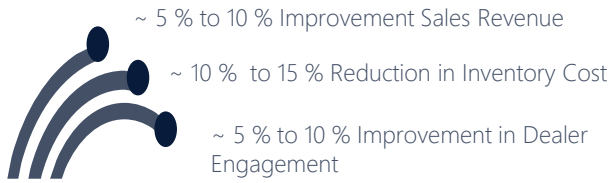
### Real-Time Adaptation

Continuously update recommendations by learning from new transactions and market trends



Beneficial Persona

## Return on Investment



Sales Manager



Marketing Manager



## Timeline

~ 13-14 Weeks

## Technology Used



Fabric



Power BI



Azure ML Studio



Azure OpenAI



## Solution Snapshots

