Business Story
Pharmacy product recommendation engine

Problem: How to optimize pharmacy stocking process? What product should be stocked in which store?

Solution: Extension and analysis of data landscape including OpenStreetMaps, Facebook, national healthcare provider (NFZ). Indication of key features and based on that ML segmentation model training. Delivery of recommendation matrix by Machine Learning model which categorized products for each pharmacy. Enablement of make an optimal decision about stocking up and evaluate historical sales.

Business value: Assortment tailored to customer needs. Less resignation due to better product supply match. Increased customer loyalty.

Extended data landscape

Sales evaluation

Location assessment

Sales potential calculated

Optimized storage