OLVIN

Predicting consumer intent in the real world

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Insights are costly
Retail analytics in its current form is expensive, complex and time consuming.

Data is Overwhelming
Data is fragmented. It is difficult to get a unified view.

Retail is Reactive
The industry is solely reliant on historical data insight.

FORECAST · ANALYZE

Forecast Visit Analysis
TODAY · SAT · SUN

FORECASTED VISITS BY HOUR
VERY BUSY
VERY QUIET
0am · 3am · 6am

Historical Visit Analysis

Consumer Catchment Area
Boston

Consumer Demographics

Visit Forecast Analysis
00:00 · 04:00 · 08:00 · 12:00 · 16:00 · 20:00 · 24:00

ALMANAC BETA

Almanac is the first SaaS platform enabling real-world insights to make **marketing**, **planning** and **insights** teams <u>predictive</u>.

Plug & Play Insights
Instant and affordable access to consultancy level insights.

Unified Data
Analyzing external factors leads to a holistic understanding of retail.

Predictive by Design
Complex Machine Learning models enable proactive decision-making.

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64 Metropolitan Areas

9200 Neighborhoods

10m Points of Interest analyzed

1bn Data points processed per day

10tn Potential Outcomes

Powered by comprehensive real-world datasets, Almanac combines best in class AI with realistic scenario modelling to access meaningful and accurate forecasts.

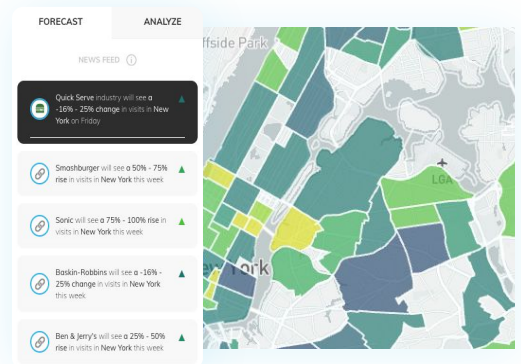## Gain greater insight into your consumers

What
effect is the weather having on consumers?
will the roadworks mean for my business?
demographics will be affected by these?

Why
are more people visiting this week?
are sales down this month?
are there less families visiting my store?

How
will my business recover from the pandemic?
would investing in this area play out?
many people would come to this new store?

FORECAST · ANALYZE
NEWS FEED

Quick Serve industry will see a -16% - 25% change in visits in New York on Friday

Smashburger will see a 50% - 75% rise in visits in New York this week

Sonic will see a 75% - 100% rise in visits in New York this week

Baskin-Robbins will see a -16% - 25% change in visits in New York this week

Ben & Jerry's will see a 25% - 50% rise in visits in New York this week

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Proactive & predictive insights for as little as $199 per month.

TransUnion · Dark Sky · Zillow · Microsoft · here · mapbox · eventful · TAMOCO