



FORECAST • ATTRIBUTE • SIMULATE • OPTIMIZE •

AI led Revenue Management





Overall Design Architecture

Similar Geography and Product Recommendation Engine

Trade Target and Incentive Scheme Design and Target De-aggregation

Delivery Level

Outlet Level Sales
Macro Targets
Product Mix
MRP
Outlet Location
Beat and other data

Internal Data

Kantar, Nielsen Pivots
Weather
Census
Google maps data
Govt Schemes
Govt Portals

External Data

Feature Engineering

Similar Geography
Analysis

Product & Uplift
Recommendation
Engines

Target vs. Incentive
Design Module

Beat X Outlet wise
targets

Integrate into B2B or
Salesman App for
Recommendations



High Accuracy



Product and Assortment
Recommendations

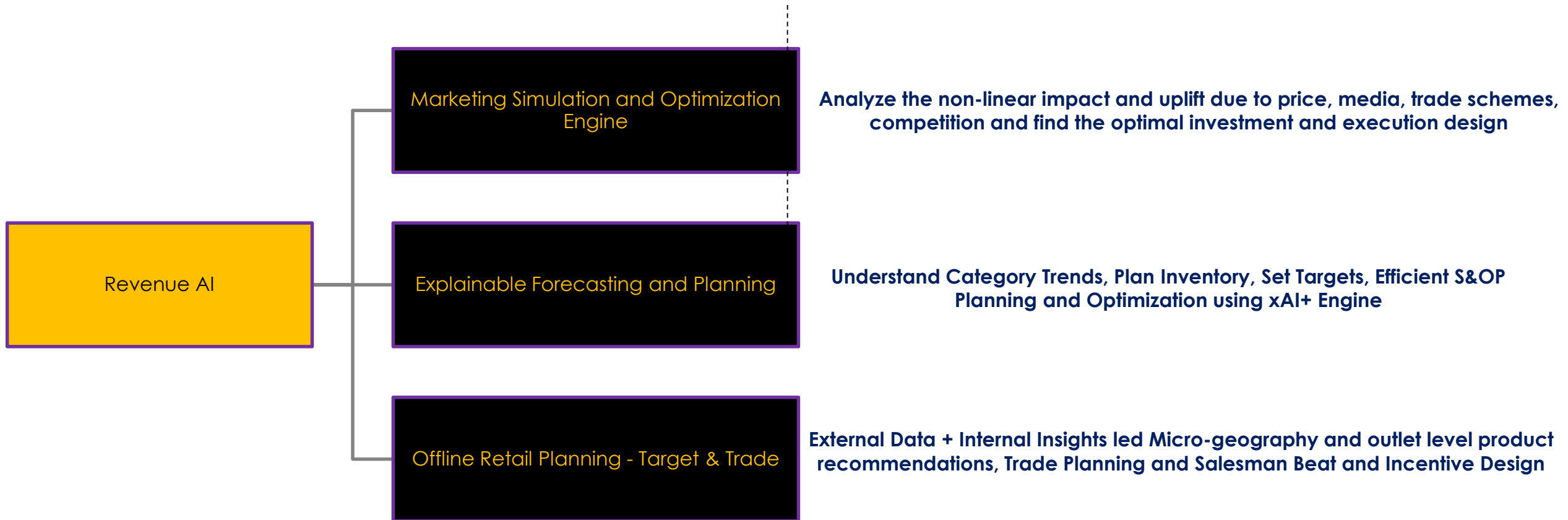


Most Granular Insights



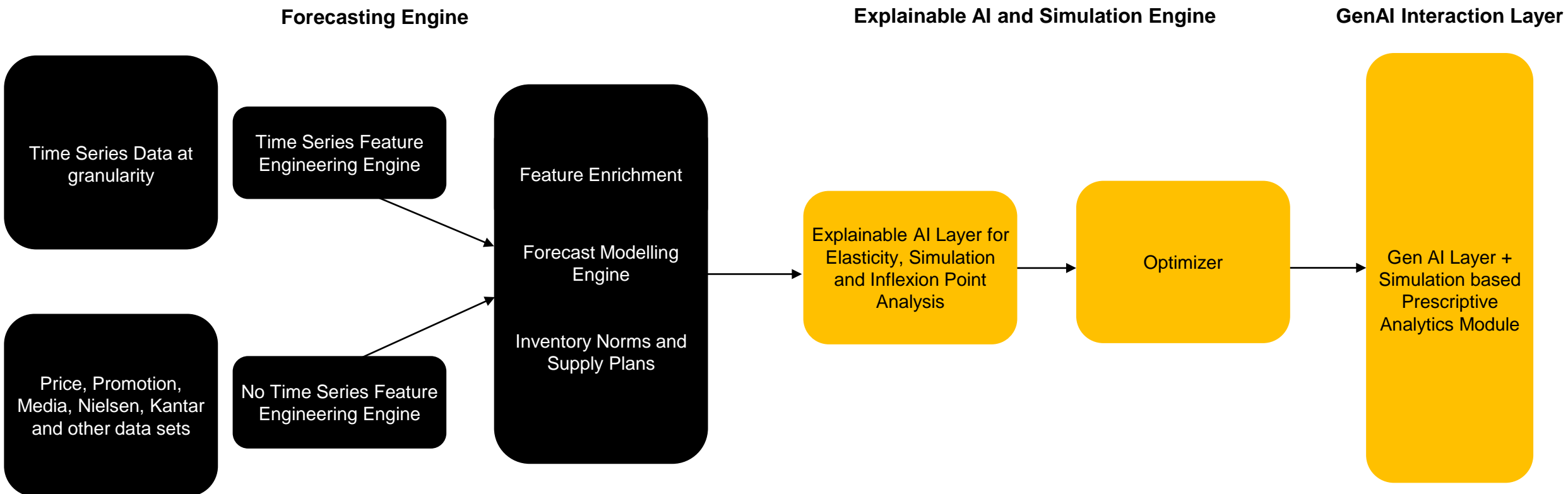
AI Tools for End-to-End Revenue Management System

End to End Revenue Forecast, Simulation and Optimization Product Range which is always on, proactive and granular



Complete AI Led Revenue Management and Tracking Solutions

Integrated Landscape for Forecasting, Marketing Action Planning and Deployment Engine



High Accuracy



Marketing Impact Attribution



Most Granular Forecast



Thank You!

Contact us: contactus@polestarllp.com

