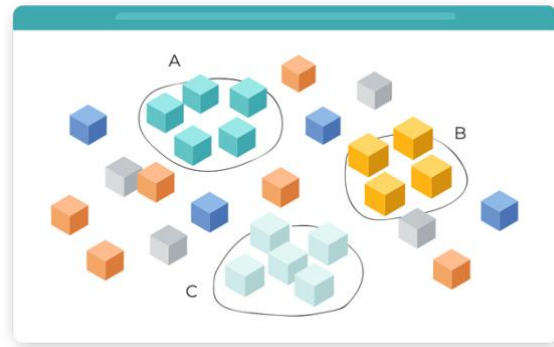


## ClusterSense - AI Segmentation of Points of Sales

### Discover your clients' purchasing patterns and sell more effectively

ClusterSense is an AI-based solution for segmenting points of sales according to **purchasing behavior**. Designed for **manufacturers, distributors, and retail networks**, it allows you to adjust your offers and promotional activities to a specific client segment and its profile to achieve sales or distribution goals faster and more effectively.



### What is behavioral segmentation?

Behavioral segmentation is a way of grouping clients based on their purchasing behavior within brands, categories, subcategories, any other feature or chosen SKUs.

ClusterSense **automatically creates these groups**, based on a detailed analysis of purchasing behavior conducted with the involvement of machine learning (**unsupervised learning**).

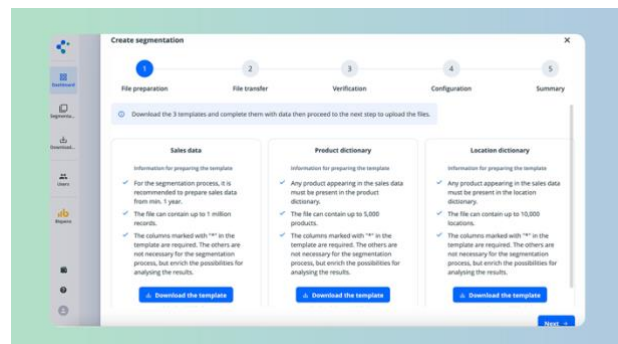
Each cluster is represented by **characteristic on normalized chart** which we call “spectrum” or “DNA” of given segment. Additionally, for each segment **behavior patterns are generated as SKUs lists with indication of their meaning within the given pattern** (percentage share).

### How does it work?

The analysis is based on **purchasing data from source file** with sales / purchasing data records. You should deliver also list of SKUs and their features as well as the list of points of sales with their attributes.

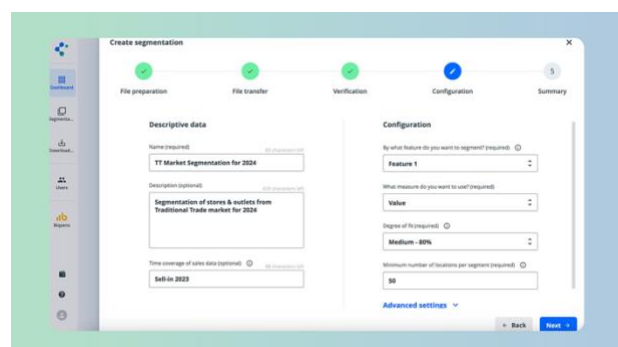
Results are delivered in Power BI report generated automatically with integrated **application for adding descriptions and tags** for each segment.

Final results of ClusterSense can be **exported in open format (XLS, CSV)** to be **consumed in internal systems**.



### Why ClusterSense?

The artificial intelligence used in ClusterSense automate all actions that previously took many hours, now happens in the blink of an eye. Moreover, the algorithms see what might be missed by humans. With ClusterSense, you can increase the efficiency of trade-marketing activities and introduce new products to the market more effectively. Automating the entire process streamlines operational activities, improves relationship with clients, deliver better service quality and finally get real competitive advantage.



## Who is ClusterSense for?

ClusterSense is a solution for manufacturers, distributors, and retail networks, bringing benefits to different people and teams within the company:

- Marketing and trade-marketing teams** - can better understand the needs and preferences of clients, and thus – plan and implement more effective promotional, marketing campaigns, or develop better merchandising standards.
- Sales teams** - sales managers get information about products preferred within segments and can better adjust their targets and optimize trade activities.
- Product managers** - having information about client preferences and best-rotating products, can create offers tailored to the needs of specific segments and stores.

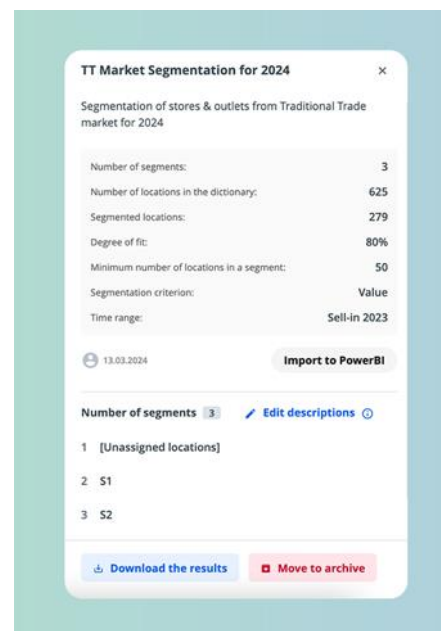
## What do you get from ClusterSense?

- Adjust your offer and SKU distribution strategy more accurately
- Increase the efficiency of trade-marketing activities
- Quickly reach right clients with the right products, especially with new SKUs
- Benefit from similarity to other Points of Sale within the same segment to improve sales
- Use recommendations to deliver personalised offering and improve client's experience

## ClusterSense features

No matter which SFA system and BI tools you have, you can benefit from the core functionality of ClusterSense:

- You can view results of the segmentation created by ClusterSense within convenient **business intelligence reports (based on Power BI)**.
- With clear visualizations, at various levels of detail, you will analyze the characteristics of individual segments. You will **understand behavior patterns in the segments**, also on SKU Level (purchasing patterns page of the report).
- You can **analyze generated segmentation in detail in many contexts** and according to different features of the points of sales, for example: location, size, assortment, level of service, or type – just import them into ClusterSense as features describing the point of sales. The same with features describing products – the more you upload within source data, the more contexts you get on SKU level.
- Segments can be freely described so that every employee can immediately identify the type of client they are dealing with. **Descriptive fields and tags are used for this purpose**. For example, by giving a segment the tag #premium, you specify that it includes points of sales for which quality and brand of products matter. You can use as many tags as you want (eg. #partners, #pricesensitive, #likenewarrivals etc).
- You can use the segmentation regardless of the ERP or CRM system you use. You can export **generated segments with descriptions and tags to XLS/CSV file**, and then **import** them into your systems for further use there.

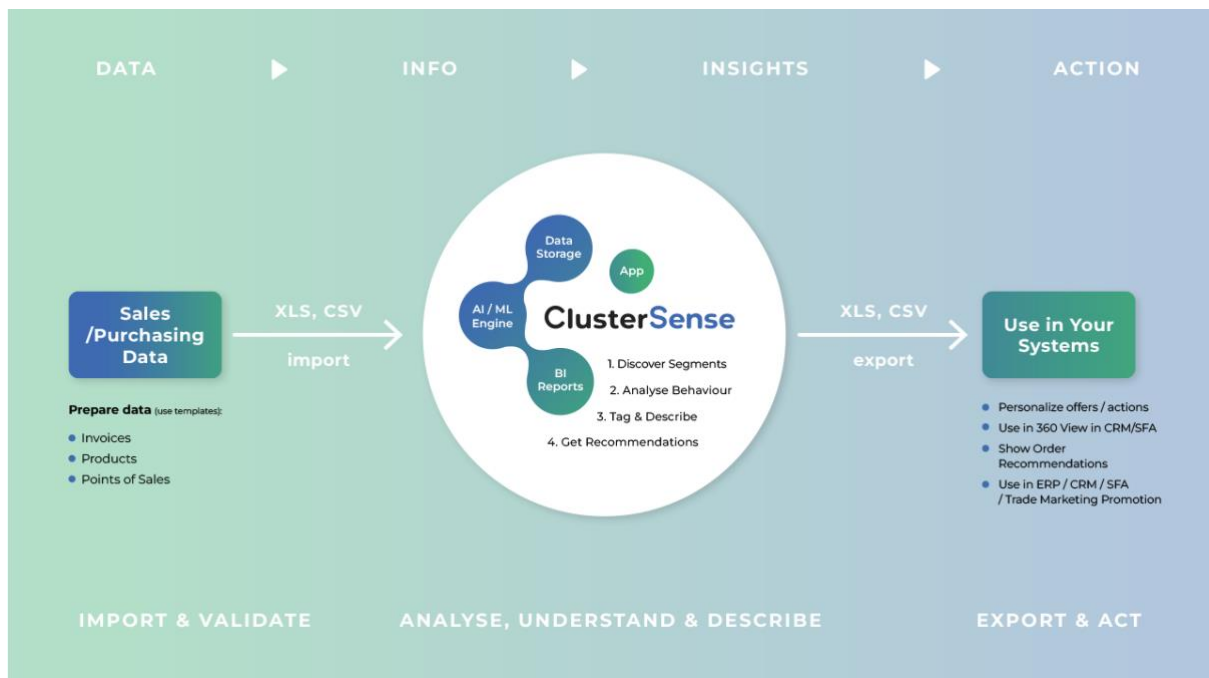
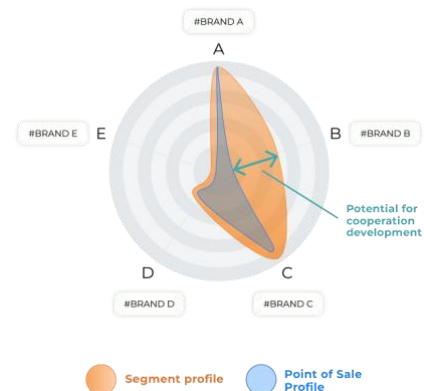


## How to use results from ClusterSense in your own systems:

Results from ClusterSense can be used within **360 Point-of-Sale** card to show graphical presentation of the client's segment, its profile, description and tags, as well as information about potential based on difference between behaviour of segment and this single client (point of sale).

Your CRM or SFA system can benefit from ClusterSense results and used for **order recommendations**: what products to order on behalf of given client. Recommendations can be dynamic SKU lists, indicating:

- New products for the client (that he didn't buy yet),
- SKUs that the client should have (but still he doesn't),
- currently popular SKUs within the segment,
- SKUs that will sell in the near future (this applies especially to seasonal products).



## About Us

We deliver modern solutions supporting sales, data integration and analytics.

As a long-term Microsoft partner, we base our solutions only on **MS Azure Cloud**, ensuring the highest level of security and comfort.

**Contact Us:** [support@sagratechnology.com](mailto:support@sagratechnology.com)

See also: <https://sagratechnology.com/clustersense/>

