



## Take advantage of the cloud and artificial intelligence (AI) platform



### Price Optimization and Demand Forecasting

Companies often struggle with defining how to apply Artificial Intelligence to bring business insights to management and operations including accurately forecasting the financial impact of potential tactics. Customers can optimize their data insights to drive business goals like maximizing product profit, plan resources by managing variables like price, inventory, promotions, purchasing

Move your business to the next generation of data analytics. With SmartLogix solutions and Microsoft AI you will enable your business to react quickly to market opportunities and unforeseen events.



- Maximize product profit
- Optimize operational and business variables
- Quick reaction to market conditions and unforeseen events
- Customer data interpretation
- Real time information

### Optimization

- Create intelligent predictions and get deep insights with machine learning
- Optimize your supply chain with intelligent operations
- Maximize profit by optimizing product price using historical data
- View price elasticity to analyze the effect of price changing on product demand
- Compare forecast with actual results to measure model effectiveness

### Management

- Machine Learning trained models allows to speed-up data analysis to get price optimization and demand forecasting
- PowerBI dashboard allows user to interact easily with the analysis results
- View product sales history and forecast using optimal price
- Improve inventory replenishment process to reduce out of stock

### Engagement

- Provide customers with a digital personal assistant
- Delight your customers with personalized experiences
- Use customer analytics to automatically deliver offers
- Identify customer preferences from multiple sources and match them to the most relevant piece of inventory
- Analyze data to further fine-tune customer journey



# Data & AI Solutions

## Price & Demand Forecasting Dashboard



### Price Optimization & Demand Forecasting



#### Dashboard Filter

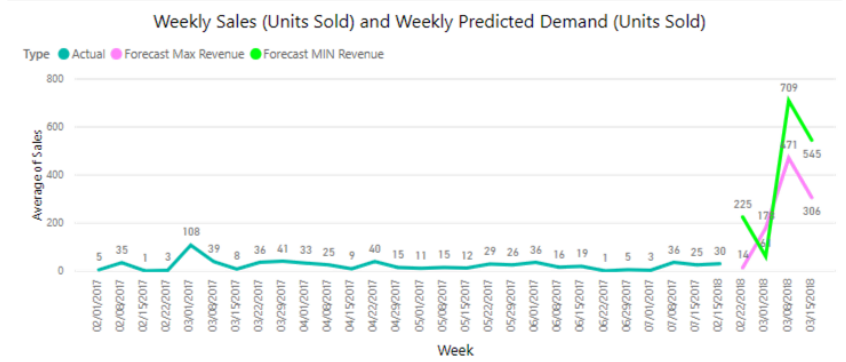
Store: 
 Department: 
 Category: 
 Style: 
 Item:

#### Price Optimization Summary

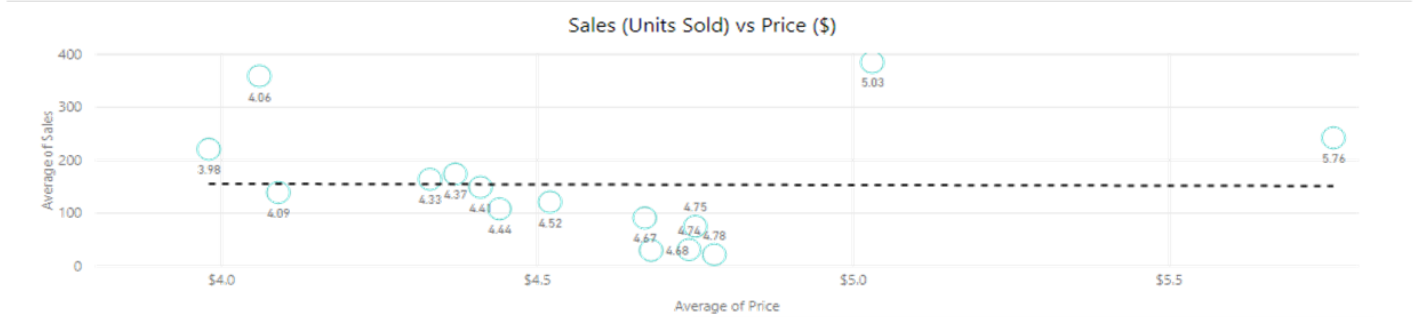
Store Supermercado Carolina	Item KING GOURMET CANOLA OIL 96 OZ 00002337300496	Cost \$5.01
<b>Max Revenue Forecast</b>		
Price <b>\$5.76</b>	Forecast Units <b>969</b>	Revenue <b>\$726.69</b>
<b>Min Revenue Forecast</b>		
Price <b>\$5.03</b>	Forecast Units <b>1,540</b>	Revenue <b>\$30.80</b>

89.7% Model Precision

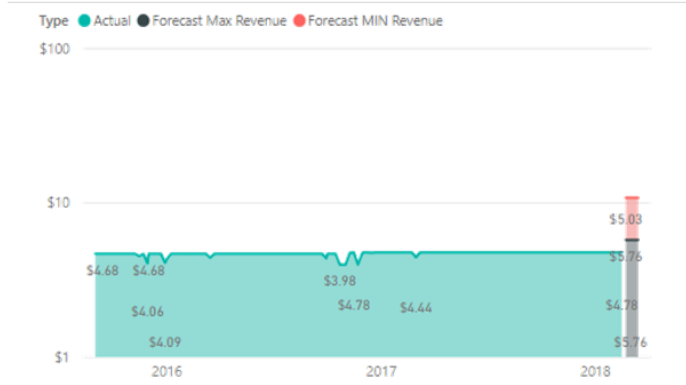
#### Demand Forecasting



#### Price Elasticity



#### Average Price By Week



#### Sales By Week

