Case study

AI Tells Exactly What the Customer Wants

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Your AI-Powered Data Analytics Companion

Fueling Smarter Business Decisions

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About the Client

The client is a leading South American kitchenware retailer. They specialize in providing kitchenware to restaurants and hotels.

Challenge

The client struggled with effectively utilizing their vast customer data to identify cross-selling opportunities. The result:

Business Challenges

Missed Revenue Potential:
Ineffective cross-selling led to untapped sales opportunities.

Lack of Personalized Recommendations
Customers received generic suggestions, resulting in a less engaging shopping experience.

Underutilized Inventory
Poor promotion of diverse products results in slow inventory turnover and inefficient stock management.

Decreased Customer Loyalty
The absence of personalized experiences weakens customer relationships, leading to reduced repeat business.

Irrelevant Offers

Customers receive recommendations that do not align with their interests or needs, making it difficult to find desired products.

Frustrating Shopping Experience

The lack of personalized recommendations results in a less enjoyable shopping experience, as customers struggle to find relevant items.
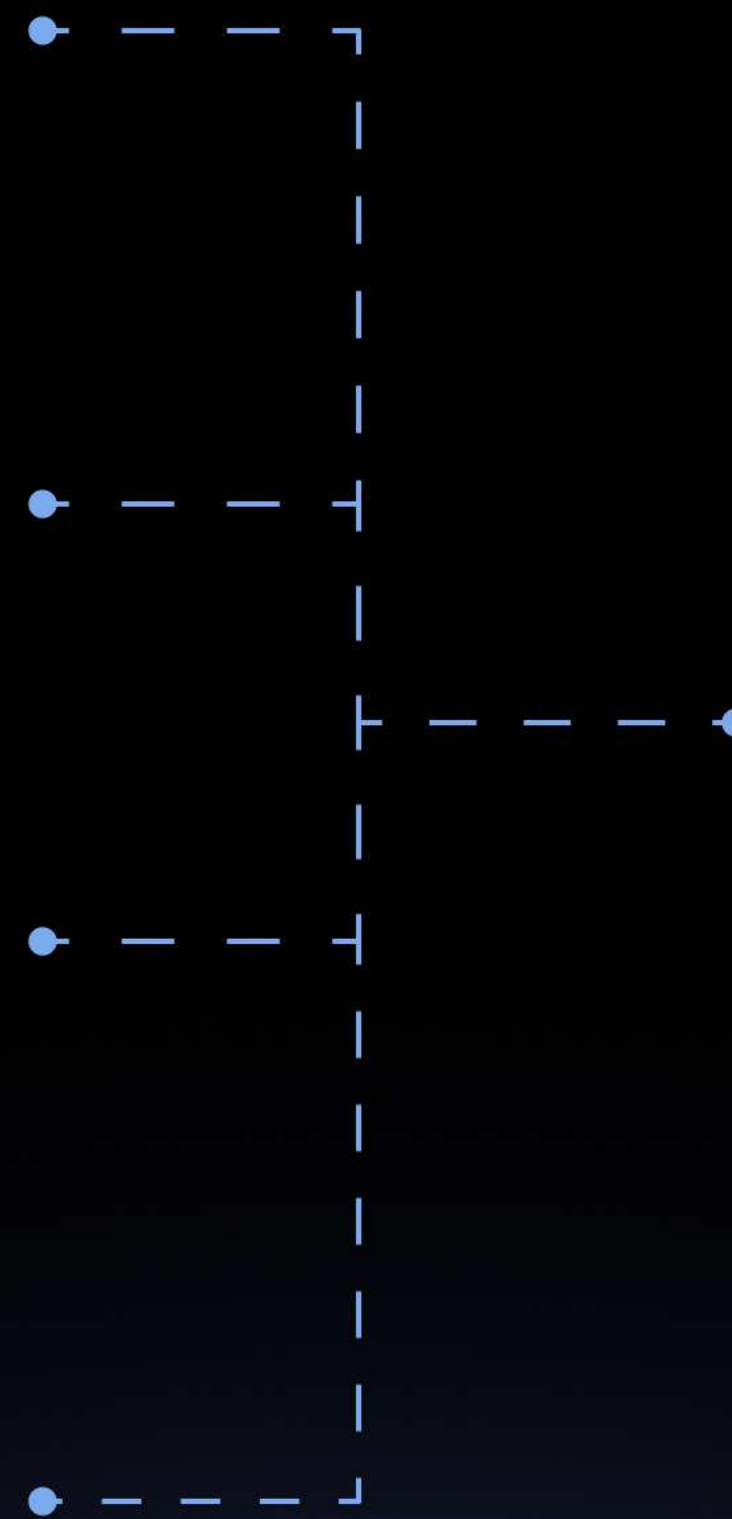
Wasted Time

Customers spend extra time searching for products that fit their preferences due to ineffective recommendations.

Missed Opportunities

Customers might miss out on discovering new and useful products, impacting their overall satisfaction and shopping experience.

Customer Problems

The retailer is losing revenue and hurting customer satisfaction due to poor upselling and cross-selling strategies.

Solution

NavAI, an advanced data analytics platform, to transform the retailer's approach to cross-selling.

NavAI delivers proactive insights and accurate data forecasts. We leveraged Machine Learning and data integration to integrate disparate data sources, segment customers, and provide personalized recommendations.

Our Approach

Data Integration and Analysis

We consolidated disparate data sources, including customer profiles, order history, and product information, into a unified platform.

Customer Segmentation

Using machine learning algorithms, NavAI segmented customers into distinct groups based on their unique characteristics and behaviors.

Personalized Recommendation

NavAI develops tailored product recommendations for each customer.

Intelligent Interface

The platform's intuitive interface, powered by a Large Language Model (LLM) agent, makes it easy to access and leverage insights.

NavAI's Impact

Unified Data View

NavAI gives a consolidated view of all relevant data, allowing for more strategic cross-selling efforts

Enhanced Customer Engagement

Personalized recommendations led to a more engaging shopping experience, fostering customer loyalty.

Data-Driven Decision Making

NavAI empowered the retailer to make more informed and strategic business decisions through detailed analytics and insights.

NavAI

Identify customers who haven't received offers yet for high-potential product categories.

Here are some customers who haven't received offers yet for high-potential product categories

Customer ID	Customer Name	Recommended Product Category	Category Avg Price
23554	Sofia Martinez	Premium Knives	$189.99
86573	Ethan Clark	Steel Cookware	$349.50
23545	Ava Rodriguez	Ceramic Bakeware	$75.80
56865	Liam Patel	Frying Pans	$125.99
23123	Javier's Kitchen	Knives	$129.99

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NavAi's integration improved the upselling capabilities resulting in a drastic increase in revenue

Technology

Angular-18

LangChain

Django - 4

OPENAI

Github

Docker

Key Outcomes

Increased Sales

The retailer experienced a substantial increase in sales due to effective cross-selling strategies.

Optimized Inventory Management

NavAI helped identify slow-moving inventory and suggested cross-selling opportunities to boost sales.

Streamlined Marketing Efforts

The retailer improved the efficiency of their marketing campaigns and increased profitability by focusing on high-markup opportunities.

Get in Touch

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