



The company specialized in big data and machine learning, that offers cognitive engineering solutions to digital operations.

OUR SECRET IS CONTEXT INTERPRETATION

People hopes to get more results and receive relevant informations, offering less and less inputs, many times just telling only one phrase or even only one word.

In summary, they say:

"Don't waste my time, you should know exactly what I want!"



PRODUCT CLOUD

Intelligence applied to product structuring and online retail sku's. Tools to catalog, register, enrich, monitor and business metrics.

Automatic Categorization

The Automatic Categorization tool enable the arrangement of the categories tree in an automatic and continuous way. This reduces the previous manual effort, allowing the application of categorization strategies, in order to facilitate the navigation of the consumer.



- ✓ Reduce operational costs;
- ✓ Automation of product category in the categories tree;
- ✓ Navigation more easy because the offers is better organized;
- ✓ Customization of categories tree in accordance with the retail strategy;
- ✓ Improvement of the consumer way (time spent);