Reshape your customer engagement

Establishing an elastic, consumer-centric value chain is the cornerstone of modern retail. It requires the continuous mining of deep and actionable knowledge about consumers and their preferences and interactions across engagement channels.

AcuitySpark is an advanced analytics solution that delivers operational and customer intelligence to multi-channel retailers so they can:

- Align sales, marketing, and operations around customer expectations

- Deliver a consistent customer experience based on intimate knowledge

- Offer convenient, responsive, and personalized products and services at the right time

- Optimize business operations by closing the gap from insights to action

Modern Data Platform for Retailers

Powered by artificial intelligence, machine learning, Big Data, and the cloud, AcuitySpark processes data from a variety of retail sources with very low latency to rapidly generate actionable, predictive intelligence.

AI-driven Customer Insights

Improve customer lifetime value by gaining deeper customer insights

- Customer churn prediction based on machine learning
- Customer lifetime value analysis
- Customer segmentation analysis based on recency, frequency, and monetary value of visits

Inventory Optimization

Optimize stock levels using powerful forecasting powered by machine learning

- Customer churn prediction based on machine learning
- Customer lifetime value analysis
- Customer segmentation analysis based on recency, frequency, and monetary value of visits

Market Basket Analysis

Determine which sales items to promote together, which products to suggest to customers, and more

- Identify products commonly sold together
- Calculate single-transaction product sale probability
- Determine core item frequency/affinity

Sales and Operational Intelligence

Measure operational and sales performance with comprehensive reporting

- Comprehensive list of metrics and KPIs to measure products, organization, and locations
- Extensive sales analytics capabilities
- Predict optimized inventory positions

Business Benefits

Better Margins

Discover hidden connections in your customers' buying habits and stock your stores with the right products, at the right price.

Product Profitability

Determine real product margins by analyzing purchase, discount, and retail prices.

Store Performance

Use customer demographics and store sales history to create action plans for high-performing stores and emerging locations.

Targeted Marketing

Know the impact of your weekly sales campaigns before they are rolled out. Adapt and sell the right products to your community.

Omni-channel profiles

Understand customers and enhance readiness to respond to market shifts.

Real-time Inventory

Manage your supply chain and meet demand with precision through real-time information on stock levels and purchasing behavior.

Strategic technology partner with innovative analytics solutions

Why Visionet?

A trusted partner of retail, CPG, and financial services organizations worldwide, Visionet Systems, Inc. enables its clients to gain insights from a range of data sources, applications and third-party systems using artificial intelligence and machine learning technologies. By delivering analytics and business intelligence solutions to global retail and consumer goods brands, Visionet has built a reputation around innovation, reliable delivery, and promptly addressing clients' needs.

Visionet is a proud Microsoft Gold partner that offers robust solutions in analytics, machine learning, automation, ERP, and platform integration. Our Agile WorkVision methodology and excellence-focused work culture enable our team of 3,500 technology professionals to consistently deliver successful technology projects and help clients shorten their time to market, enhance their competitive edge, and achieve long-term business success.

Please contact us at
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www.visionetsystems.com