

# NAVIK Sales AI Customer Success Story

Platform-based product assortment automation for a key sales channel drives significant sales growth for a Fortune 500 beverage manufacturing leader

## The Client Opportunity:

- Derive the optimal beverage product assortment given restaurant equipment constraints and customer demand.
- Equip sales teams with data driven insights that can improve trust and credibility in selling conversations.
- Modernize an antiquated and manual process with a platform-based approach powered by machine learning algorithms
- Continuously adjust assortment based on the latest market developments including new product launches and shifting consumer preferences.

## NAVIK SALES AI

- Data pipeline built on multiple sources such as shipment data, IoT data, internal survey data, third party data sources, store location data and much more.
- Data pipeline refreshed monthly to reflect latest market demand
- Transferrable demand algorithms minimize risk of product cannibalization in assortment strategy.
- Sales team friendly interface allows for easy simulations and interactive client presentations.

## Case Study

3%

PROJECTED REVENUE LIFT  
ACROSS THE CLIENT'S  
LARGEST, US-BASED SALES  
CHANNEL

- Analytics engine with latest AI & ML algorithms and self-learning capability
- Highly scalable and fully automated solution
- Easy to use and intuitive user interface with human feedback loop

