

**NAVVIK** | Sales**AI**

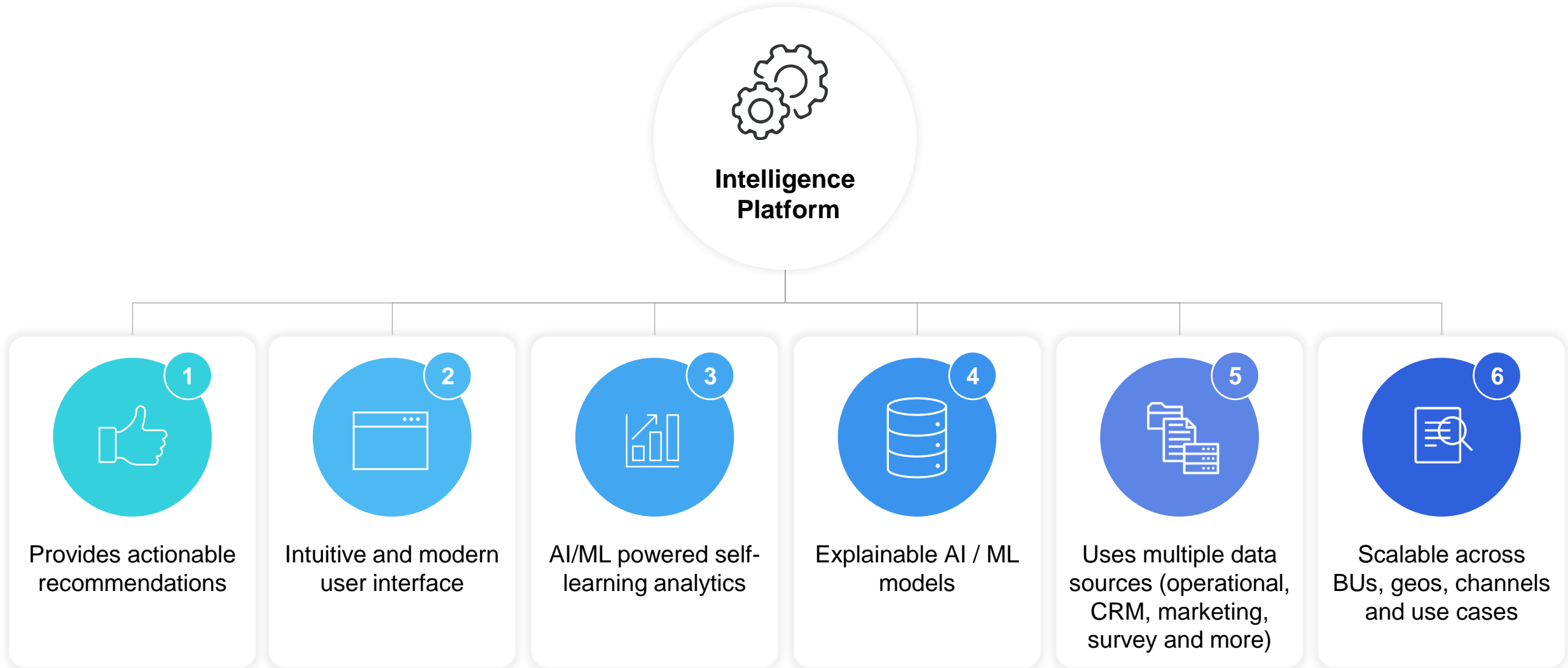
# For Product Assortment Automation

Spring 2023



# Our vision for building NAVIK in 2017

AI-enabled platform for business users to optimize decisions for margin & revenue growth



# NAVIK is an AI-powered platform that helps sales, marketing, technology and operations leaders make great business decisions

## Our Solutions



**NAVIK SALES AI**



**NAVIK MARKETING AI**



**NAVIK TECHNOLOGY AI**



**NAVIK OPERATIONS AI**

## Why NAVIK?



**A holistic solution.** Addresses the breadth of AI solution needs across data infrastructure, data engineering and data analytics.



**Customized and modular.** UI, workflows and proprietary algorithms are tuned to the unique needs of each client. Components are modular enabling custom configurations.



**Enables decision intelligence.** NAVIK supports, augments and automates decision making. Elimination of human biases drives better business outcomes.



**Flexible engagement model.** Start small and scale up with a provider who has been delivering advanced analytics projects for 20+ years. Leverage our team of 1,000+ data engineers, data scientists and consultants for continuity and support.

# Both manufacturers and retailers of consumer products are facing market headwinds

## A stubborn inflationary environment

According to the US Bureau of Labor and Statistics, the benchmark CPI inflation statistic has remained at 5% year-over-year or higher for nearly two years. Global markets are under similar pressure.

## Demand has softened

A direct result of high inflation has been a dip in demand for food services, apparel, beauty products, luxury items and a wide variety of related consumer products.

## Yet, customer expectations remain at all time highs

Their purchasing power may have declined, but customers still expect a first-class, in-store shopping experience. Digital shopping experiences have fundamentally shifted expectations and buyers expect to find the precise product they want in the moment they need it.

# Introducing NAVIK Sales AI for Product Assortment Automation

- NAVIK Sales AI for Assortment Optimization was **built for sales, assortment and category leadership teams** in the consumer product, retail and food service industries.
- The solution is used by **two types of organizations**:
  - Consumer product **manufacturers** *who sell their products* through in-person establishments
  - **Retail and food service** industry participants *who operate* in-person establishments
- For both types of organizations, NAVIK Sales AI **determines the optimal set of product SKUs** for any given retail establishment or group of establishments. The solution, which is powered by **the latest advances in AI and machine learning algorithms**, **varies assortment strategy** by geography, seasonal needs, competitive forces, new product launches and much more.
- Providing an **optimal product assortment** lifts customer purchase frequency and in-store spend **directly contributing to top-line results**.
- Infogain provides a **robust, full-service solution** that combines data engineering, data science, business understanding and data visualization capabilities to deliver better business decision making at scale.



# Why does NAVIK Sales AI for Product Assortment optimization make sense for your organization?



**Maximizes revenue**

If a buyer's preferred product is not available, they may not make a purchase or buy less than if the optimal assortment was available.



**Delivers a great customer experience**

Ensuring the buyer's preferred choice is always available "delights" the customer, generating customer loyalty.



**Provides business ready recommendations**

The entire solution – including algorithms, training data and the user interface – is customized to meet the unique needs of your organization. The workflow is designed to fit your existing business processes delivering information in the format required by your business teams.



**Builds a robust data pipeline for continuous insights**

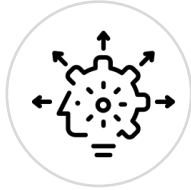
Infogain's robust team of data engineers can connect your systems and NAVIK Sales AI is designed to ingest a wide variety of data formats including sales data, shipment data, third party data sources, survey data and much more. A 360-degree view of your market indicators ensures assortment strategies can be adjusted based on the latest market developments.

# NAVIK Sales AI includes features and functionality that will take your product assortment strategy to the next level



## Build a Digital Twin of Your Customers

Our unique Digital Twin of a Customer (DToC) framework has been recognized as a transformational technology by analyst firms including Gartner. DToC includes a real-time aggregation of all data sources that inform customer behavior along with powerful analytics that model the outcomes you care the most about.



## Micro-Segmentation Capabilities

By first building digital twins of your buyers, we can then segment the demand-side in any useful manner. Micro-segmenting allows us to optimize assortment for a region or all the way down to an individual store level.



## Product Recommendation Engine

We use an ensemble approach of state-of-the-art machine learning algorithms to align the optimal assortment to any given customer segmentation need. Pre-built algorithms are trained on your unique dataset to deliver the best results.



## Modern and Intuitive Web-Based User Interface

Using pre-built components, we design an intuitive, web-based user interface that your sellers and category / assortment leaders will love. We start with your business process and then design a consumption layer that makes sense for how you do business today instead of force fitting a “one size fits all” solution.

## Optimizing Assortment by Channel and Geo

## Guest Profile for Channel and Geo

## Final Assortment with Modeled Business Outcomes

## Explainable AI: Assortment Drivers bySKU



# NAVIK Sales AI Customer Success Story

Product assortment recommendation drives significant sales growth for a Fortune 500 beverage conglomerate

## THE CLIENT OPPORTUNITY:

Provide B2B sellers with data-driven insights on the optimal beverage product assortment given equipment constraints and the unique customer footprint by retail location

## NAVIK SALES AI

Uses multiple data sources such as shipment, sales, consumption, survey, demographics and store location data



## 3% PROJECTED REVENUE IMPACT

- 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

ENGINEERING BUSINESS OUTCOMES

# Join us on our journey

Thank you