

# NAVIK Sales AI

Product Assortment Optimization

**NAVIK**  
**SalesAI**  
Product Assortment Optimization



# NAVIK Sales AI for Product Assortment Optimization

NAVIK Sales AI for Product Assortment Optimization continuously analyzes demand-side signals to dynamically align an optimal assortment strategy for any given sales channel or establishment.

## Manufacturers and Retailers of Consumer Products Face Market Headwinds

Emerging from COVID, consumer & food product manufacturers as well as the retail and food service industry benefitted from a surge in customer demand. The relief was welcome, but now the pendulum has swung the other way – a stubborn inflationary environment has softened market demand.

The economic uncertainty has industry participants tightening their belts, but customers have not yet adjusted their expectations. 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 maintain in-person  
establishments

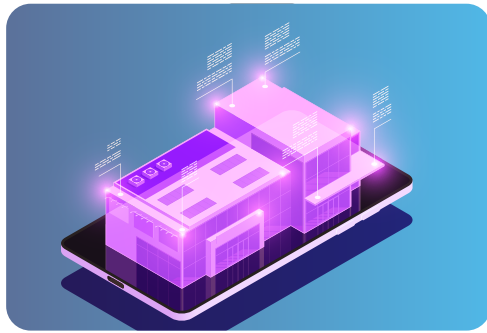
NAVIK Sales AI determines the optimal set of product SKUs for any given channel, retail establishment or group of establishments. The solution, which is powered by the latest advances in AI and machine learning algorithms, varies assortment strategy by geography, seasonal needs, competitive forces, new product launches and much more. By accurately determining the optimal product assortment strategy, NAVIK Sales AI lifts customer purchase frequency and in-store spend directly contributing to the top-line results of our customers.

# The Recipe for Success

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.

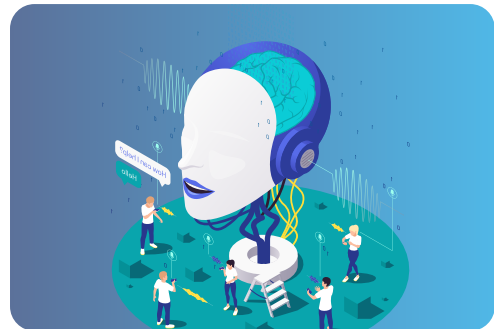


## Micro-Segmentation Capabilities

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.



# Why Does NAVIK Sales AI Make Sense for Your Organization?

Competition in the consumer products arena is fierce. When battling for market share, providing customers with an optimal assortment of your products is a key lever for achieving your business goals. NAVIK Sales AI will help 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.

**Infogain's NAVIK Sales AI** for Product Assortment stands out from the crowd. We offer clients a unique combination of data engineering and advanced analytics skills. Reach out to us today to learn how we can catapult your product assortment strategy into the future.

