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Case study

AI Tells Exactly What the Customer Wants

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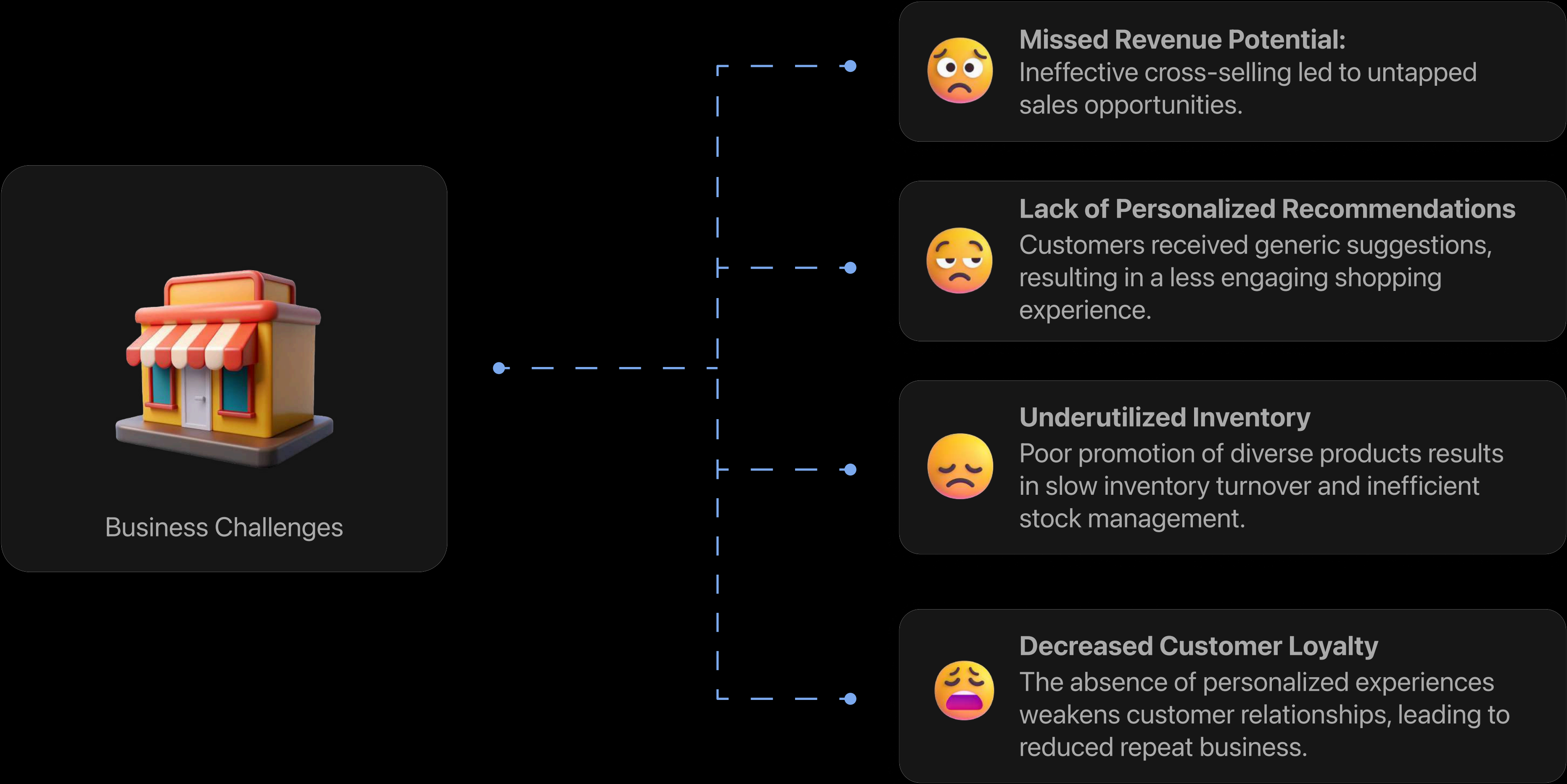
About the Client

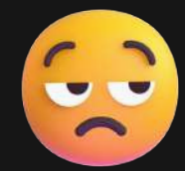
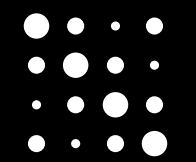
The client is a leading South American kitchenware retailer. They specialize in providing kitchenware to restaurants and hotels.



Challenge

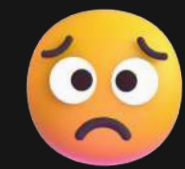
The client struggled with effectively utilizing their vast customer data to identify cross-selling opportunities. The result:





Irrelevant Offers

Customers receive recommendations that do not align with their interests or needs, making it difficult to find desired products.



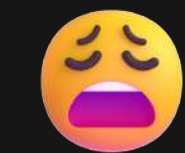
Frustrating Shopping Experience

The lack of personalized recommendations results in a less enjoyable shopping experience, as customers struggle to find relevant items.



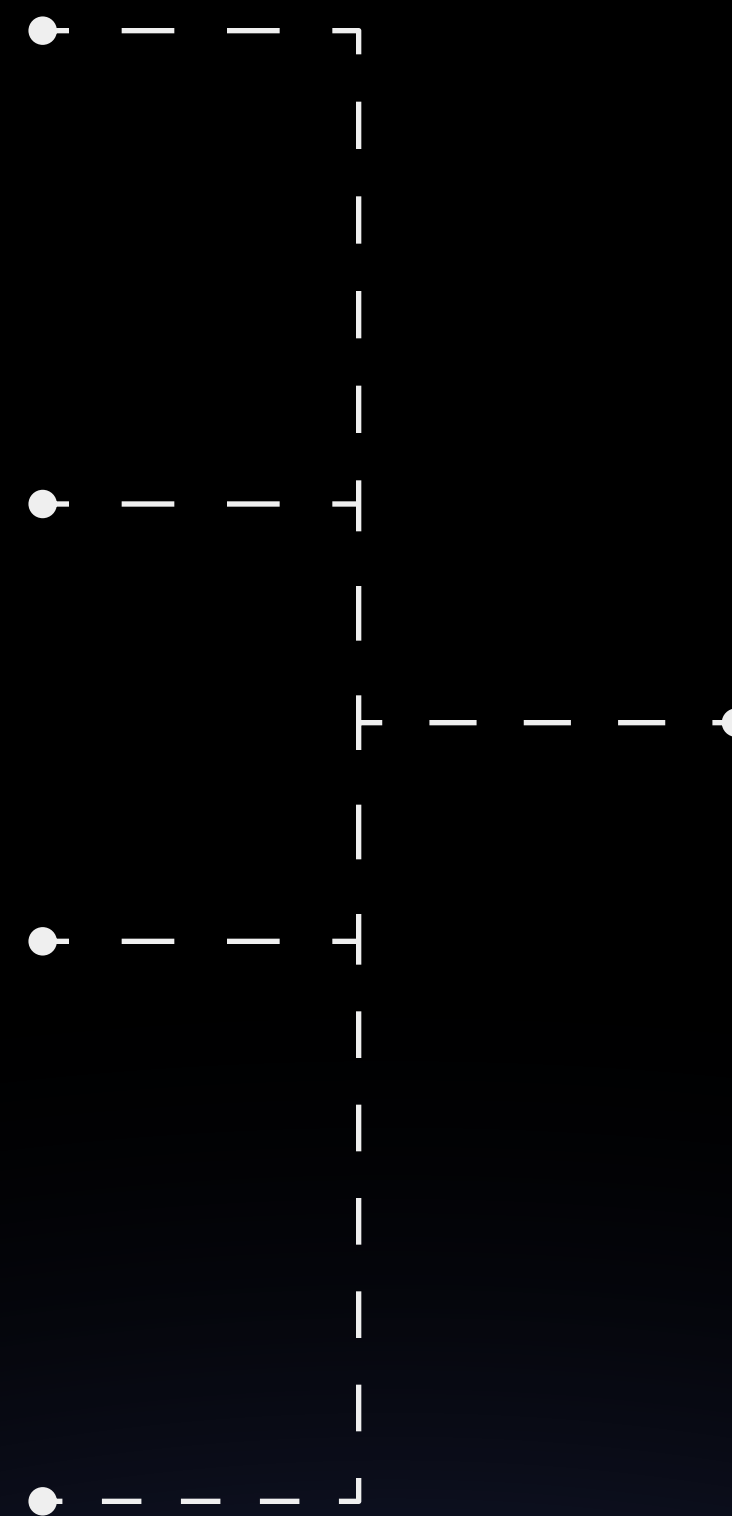
Wasted Time

Customers spend extra time searching for products that fit their preferences due to ineffective recommendations.



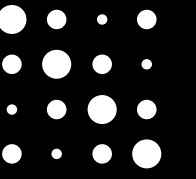
Missed Opportunities

Customers might miss out on discovering new and useful products, impacting their overall satisfaction and shopping experience.

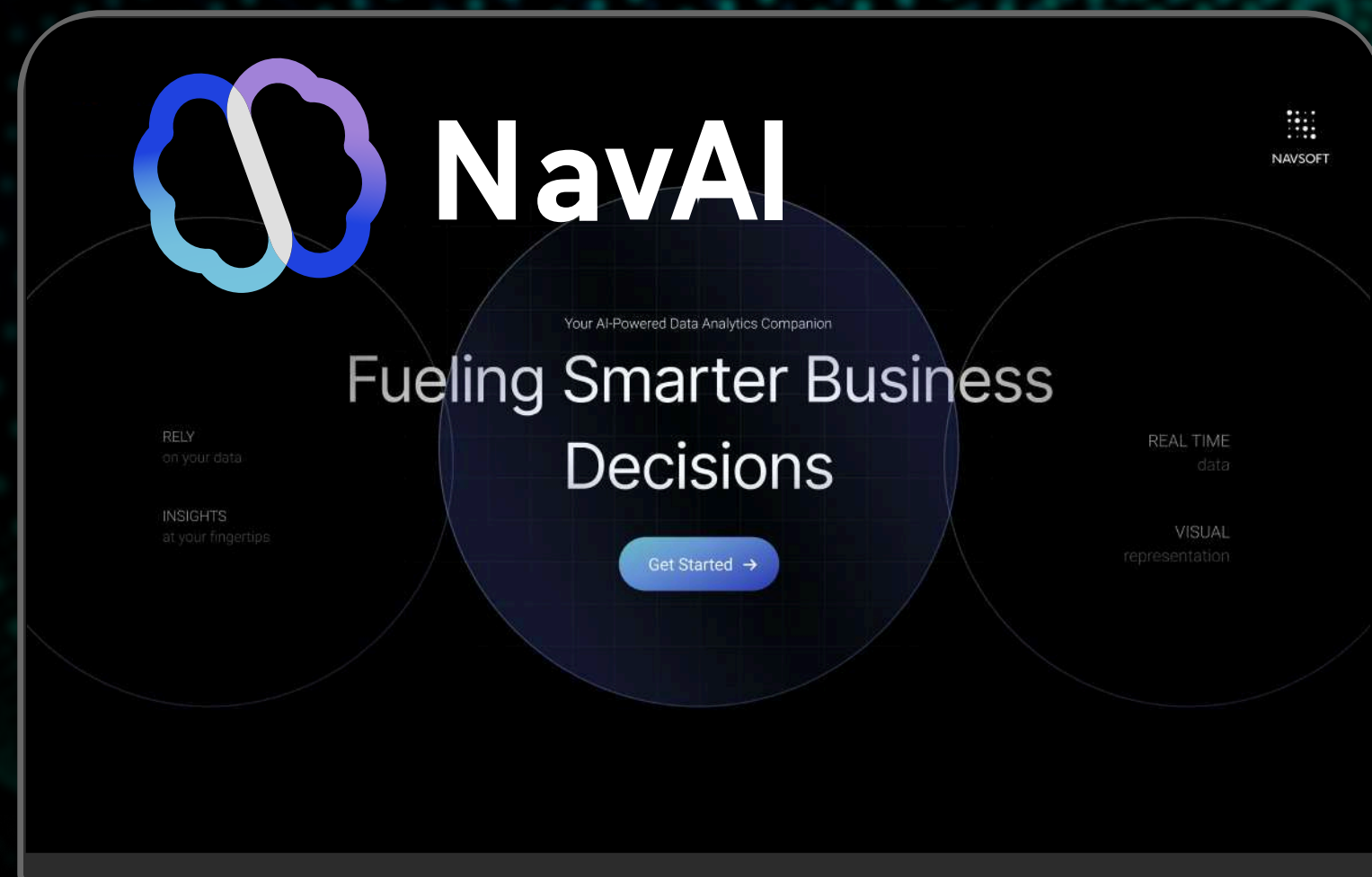


Customer Problems

The retailer is losing revenue and hurting customer satisfaction due to poor upselling and cross-selling strategies.



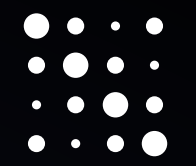
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Solution

NavAI, an advanced data analytics platform, to transform the retailer's approach to cross-selling.

NavAI delivers proactive insights and accurate data forecasts. We leveraged Machine Learning and data integration to integrate disparate data sources, segment customers, and provide personalized recommendations.



Our Approach

Data Integration and Analysis

We consolidated disparate data sources, including customer profiles, order history, and product information, into a unified platform.

Customer Segmentation

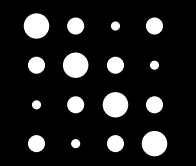
Using machine learning algorithms, NavAI segmented customers into distinct groups based on their unique characteristics and behaviors.

Personalized Recommendation

NavAI develops tailored product recommendations for each customer.

Intelligent Interface

The platform's intuitive interface, powered by a Large Language Model (LLM) agent, makes it easy to access and leverage insights.



NavAI in action

Unified Data View

NavAI gives a consolidated view of all relevant data, allowing for more strategic cross-selling efforts

Enhanced Customer Engagement

Personalized recommendations led to a more engaging shopping experience, fostering customer loyalty.

Data-Driven Decision Making

NavAI empowered the retailer to make more informed and strategic business decisions through detailed analytics and insights.

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Identify customers who haven't received offers yet for high-potential product categories.





Here are some customers who haven't received offers yet for high-potential product categories

Customer ID	Customer Name	Recommended Product Category	Category Avg Price
23554	Sofia Martinez	Premium Knives	\$189.99
86573	Ethan Clark	Steel Cookware	\$349.50
23545	Ava Rodriguez	Ceramic Bakeware	\$75.80
56865	Liam Patel	Frying Pans	\$125.99
23123	Javier's Kitchen	Knives	\$129.99

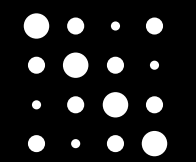


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Type here...



NavAi's integration improved the upselling capabilities resulting in a drastic increase in revenue



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Which product categories have the highest return or rejection rates from clients?

Which SKUs are available in the central warehouse but not yet allocated to any active client orders?

What are our top-selling kitchenware products by client segment (hotels, QSRs, fine dining) this month?

Which SKUs have experienced the most frequent stockouts in the last 90 days?

Can you forecast optimal inventory levels for each product category based on upcoming client demand?

Are there any supply chain risks that could delay deliveries to key accounts?

How do sales of seasonal items like soup kettles and outdoor grills compare to last year's same period?

Which SKUs are projected to see increased demand next month based on industry and order trends?

What portion of our inventory hasn't moved or been ordered in the last 60 days?

Which products are at risk of going out of stock in the next 7 days across key accounts?

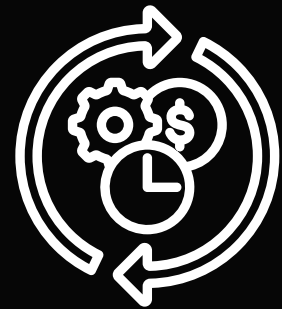
Which product categories are likely to see the highest orders during the upcoming hospitality season ?

With NavAI's unique blend of **GenAI & ML** you can get Creative with your Questions



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Benefits of using NavAI



Saves Time & Resource

Automates complex analysis, freeing teams to focus on strategic work.



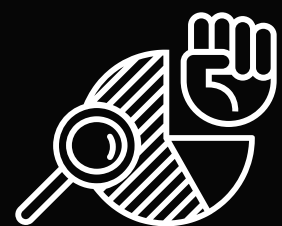
Improves Decision Making

Provides unbiased, instant insights for smarter, data-driven business choices.



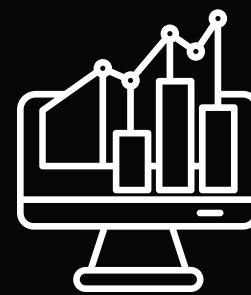
Data Privacy & Security

Incorporates modern security protocols and ensures compliance with data privacy regulations.



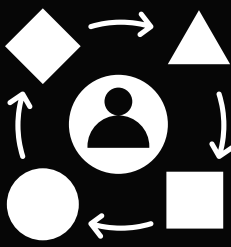
Democratize Data

Makes data analysis accessible to non-technical users by converting complex analytics into simple explanations



On the go real time analysis

Instant insights accessible anytime, anywhere, enabling rapid business responses.



Scalability and Adaptability

NavAI is designed to be scalable across various industries, supporting business growth and adaptability.



Enterprise-grade data security with industry-standard protection measures

NavAI has real-time eyes on retail patterns



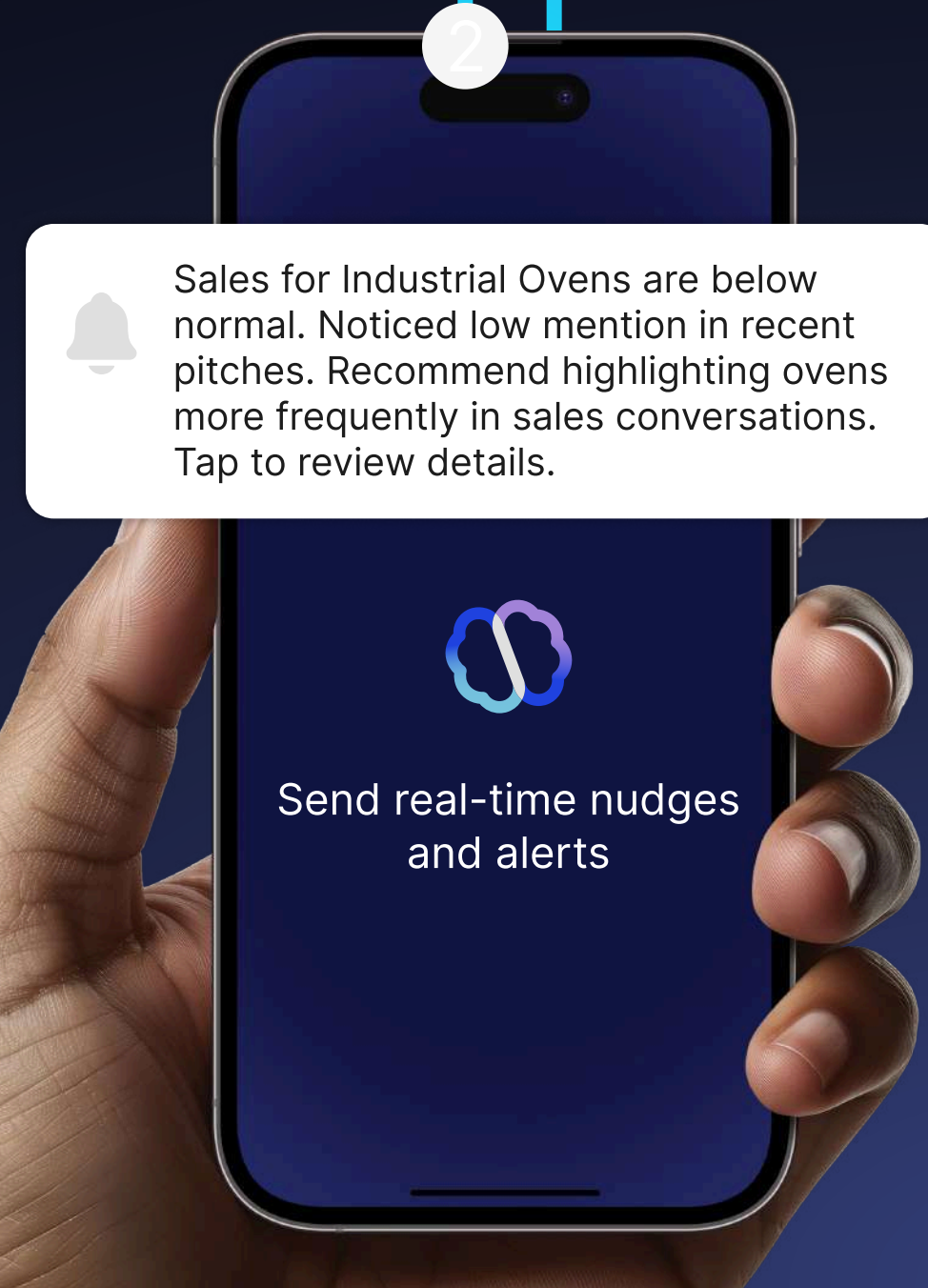
1. Pattern Detected

Industrial Oven, which usually sells out in 30 days, remains unsold beyond the expected cycle.



3. Quick Action

Sales head inspects and briefs the sales men



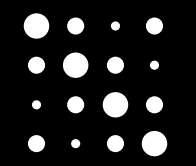
2. Auto Alert

NavAI flags the anomaly and notifies the sales head in real time and suggests possible causes

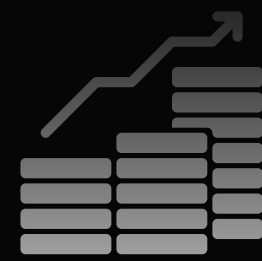


4. Sales Recovered

Industrial Oven returns to normal sales velocity in the following days.



Key Outcomes



Increased Sales

The retailer experienced a substantial increase in sales due to effective cross-selling strategies.



Optimized Inventory Management

NavAI helped identify slow-moving inventory and suggested cross-selling opportunities to boost sales.



Streamlined Marketing Efforts

The retailer improved the efficiency of their marketing campaigns and increased profitability by focusing on high-markup opportunities.



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We're excited to partner with you and show how NavAI accelerates your AI journey—combining predictive intelligence, operational agility, and real-time decision-making. With services like data warehousing, structuring, and integration, NavAI lays the foundation to make your business truly AI-ready.

An AI First Company
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