

A.I. IN DIGITAL COMMERCE

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DIGITAL COMMERCE APPLICATIONS



Data Capture



Personalisation



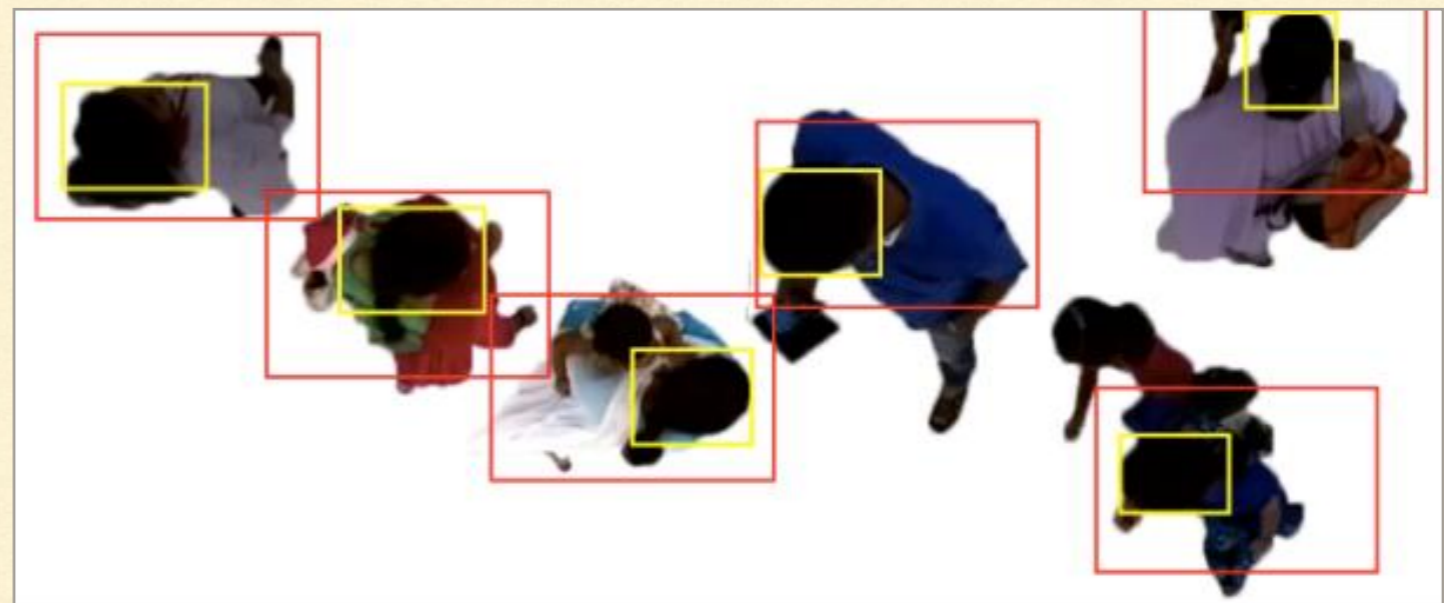
Automated
Analytics

DATA CAPTURE: INSTORE VISION

Core Idea: Replicate online clickstream data in the offline world using image and speech recognition.



Starting Point: Footfall and conversion tracking



DATA CAPTURE: INSTORE VISION

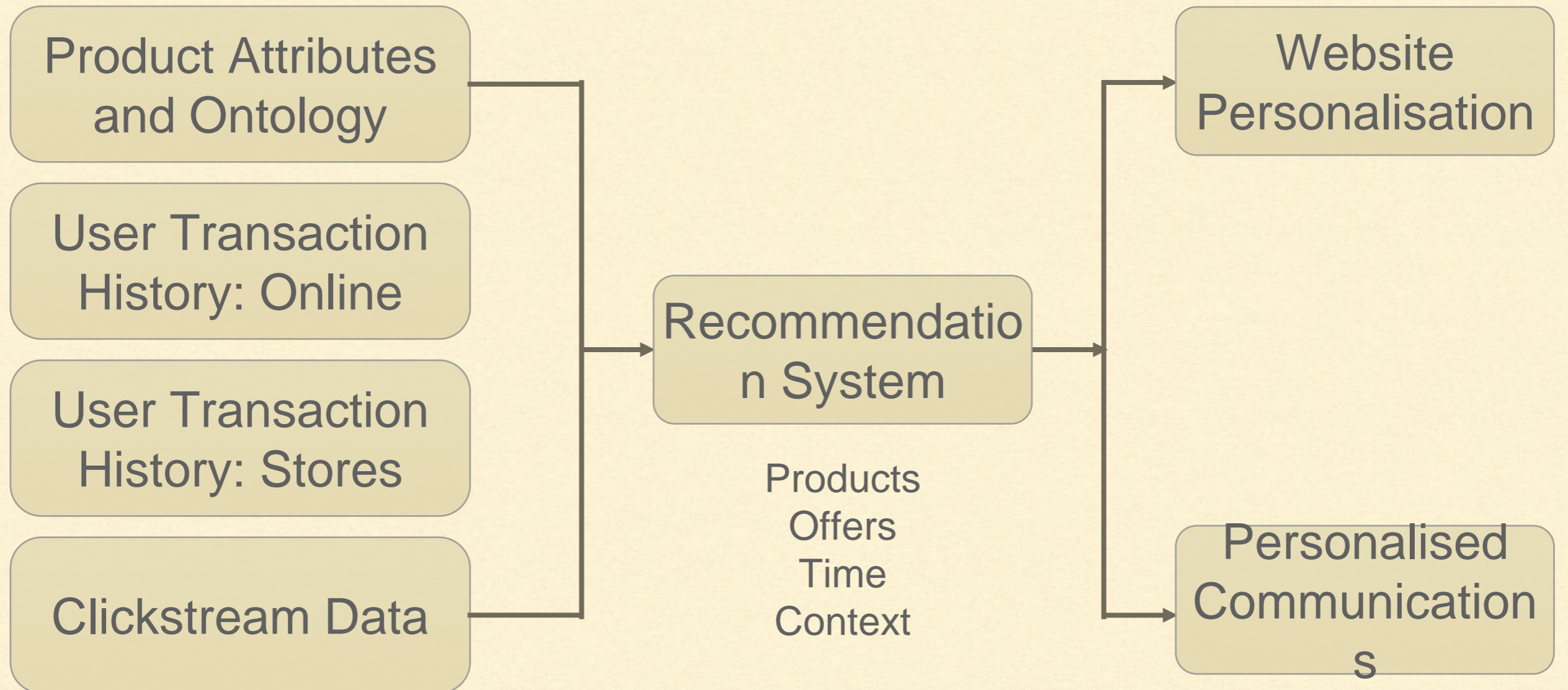


Tracking Shopper Movement in stores

Face Tagging for registered shoppers, sentiment analysis



PERSONALISATION



WEBSITE PERSONALISATION

Home Delivery: Abu Dhabi | UAE | 500 54 00 48 (Sat-Thu: 8AM to 6PM) | lulu@luluwebstore.com | Welcome Guest | Login | Sign Up

what are you looking for?

Food Cupboard | Fresh Food | Baby & Kids | Health & Beauty | Household | Shop By Brands | **Grocery Offers**

Home > Household > Pets > Pet Care

Thomas Cat Litter 16Litre

Brand: Thomas

★★★★★ Be the first to write the review | [Be the first to write the review](#)

• Cat Litter

AED 28.40 ✓ 100% Secure ✓ Home delivery

QUANTITY: 1 **ADD TO CART**

Available to Purchase | Delivered As Per Slot Selection

Add to My Favourites | Add to compare list | Refer this to your friend | Share this product

Tweet | G+ | Pin

FREQUENTLY BOUGHT TOGETHER

- Thomas Cat Litter 16Litre | AED 28.40
- Arm & Hammer Cat Litter Deodorizer 567g | AED 16.75

Select all | **ADD TO CART**

SIMILAR ITEMS

| | | | | | | | |
|------------------------------------|------------------------------------|-----------------------|-------------------------------|-------------------------------------|-----------------------------------|------------------------------------|----------------------|
| | | | | | | | |
| Green 3/4 Sleeve Band Collar Kurta | Green 3/4 Sleeve Band Collar Kurta | Blue Cropped Trousers | Beige Cropped Cotton Trousers | Olive Green Boat Neck Printed Kurta | Grey 3/4 Sleeve Band Collar Kurta | Green Collar Neck 3/4 Sleeve Kurta | Red 3/4 Sleeve Kurta |
| ₹ 899 | ₹ 899 | ₹ 560 ₹ 799 | ₹ 999 | ₹ 899 | ₹ 899 | ₹ 1,099 | ₹ 1,099 |

PEOPLE WHO BOUGHT THIS ALSO BOUGHT

| | | | | | | | |
|-------------------------------------|------------------------------|------------------------------------|---------------|-----------------------------------|-----------------------------------|----------------------------------|----------------------|
| | | | | | | | |
| Navy Blue Square Neck Printed Kurta | Dark Gold Full Flare Palazzo | Purple 3/4 Sleeve Round Neck Kurta | White Patiala | Green Round Neck 3/4 Sleeve Kurta | Peach Round Neck 3/4 Sleeve Kurta | Grey Mandarin Neck Printed Kurta | Red 3/4 Sleeve Kurta |
| ₹ 1,299 | ₹ 1,299 | ₹ 999 | ₹ 560 ₹ 799 | ₹ 1,099 | ₹ 999 | ₹ 1,299 | ₹ 1,299 |

For 2 people | **6.800** | **ORDER NOW**

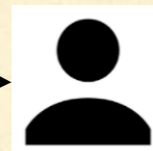
RECOMMENDED FOR YOU

- CREATE YOUR OWN**
Take over the kitchen and create your own pizza with the help of our delicious range of crusts, toppings & crust flavors.
GET STARTED
- TROPICAL HAWAIIAN**
Complete with roasted turkey ham, mozzarella cheese and juicy pineapples.
Pan | Medium | **CUSTOMIZE** | **ADD TO ORDER**
- HUTS SUPER SUPREME**
Our famous combination of beef pepperoni, juicy beef, mushrooms, green peppers, onions, black olives and melting mozzarella cheese.
Pan | Medium | **ADD TO ORDER**
- CLASSIC PEPPERONI**
One of our all-time specialties. A meaty feast of double pepperoni, mozzarella cheese and tomato sauce.
Pan | Medium | **ADD TO ORDER**

All target blocks are context and time dependent

PERSONALISED COMMUNICATION

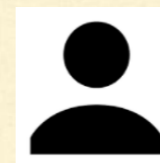
This Diwali get 50% off on **Formal Shirts** and many other great offers!



Product Personalisation

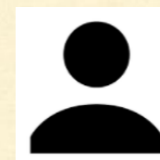
Celebrate Diwali with your loved ones! Get great offers on all **chocolates and sweets**.
Happy Gifting!

This Diwali get **50% off** on Formal Shirts and many other great offers!



Offer Personalisation

This Diwali get **1+1** on all Formal Shirts and many other great offers!



CASE STUDIES

- Website Personalisation: a Hypermarket brand in the Middle East.
 - 7.5% increase in Sales/Customer, 12% increase in Conversion Rate
 - Personalised Communication: a Large shoe retailer in India
 - 2X increase in Incremental sales from SMS
-

Automated Analytics: aiRA

Deep Insights
delivered to business users.

Automated

Actionable

Granular



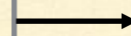
Problem being solved: Granular, Actionable Analytics is hard and expensive

100 stores

100 product categories

10 customer segments

5 KPIs



500,000 combinations



Complications: Seasonality, Trend, Maybe Shifting holiday seasons!

Impact Parameters, Supporting Data and Recommended Actions

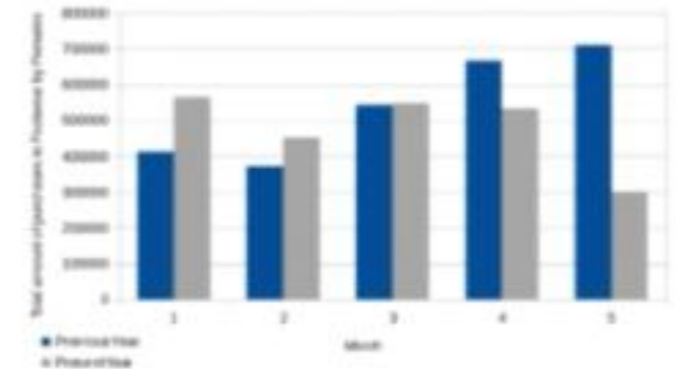
KPI: Sales

Geography : 3 stores in Bangalore

Customer Segment : Female, Age Group 20-25

Product Category : Footwear

Sales in May is significantly (57%) lower than last year same month and last month sales was also lower (-18%) than corresponding month of previous year



Send a campaign to female users registered in the affected stores who bought footwear last year but did not buy this year

Total Customers: 24,156

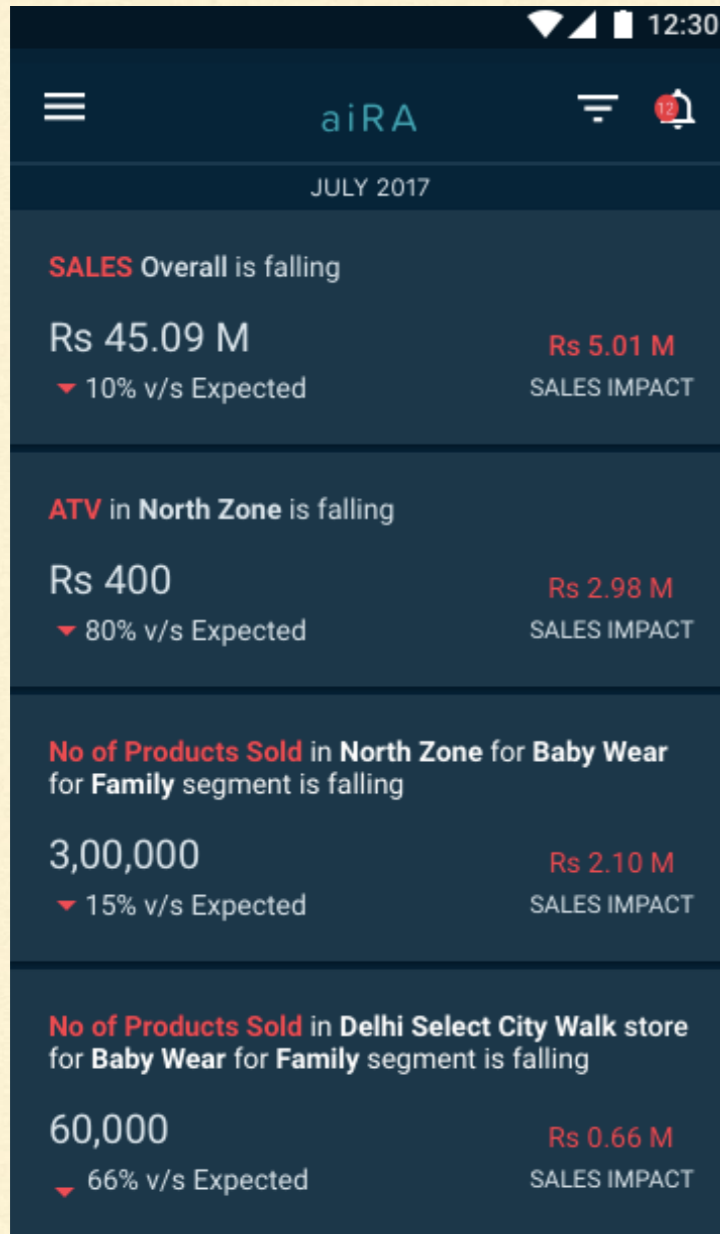
Estimated Sale: 30,45,123

Estimated Responders: 130

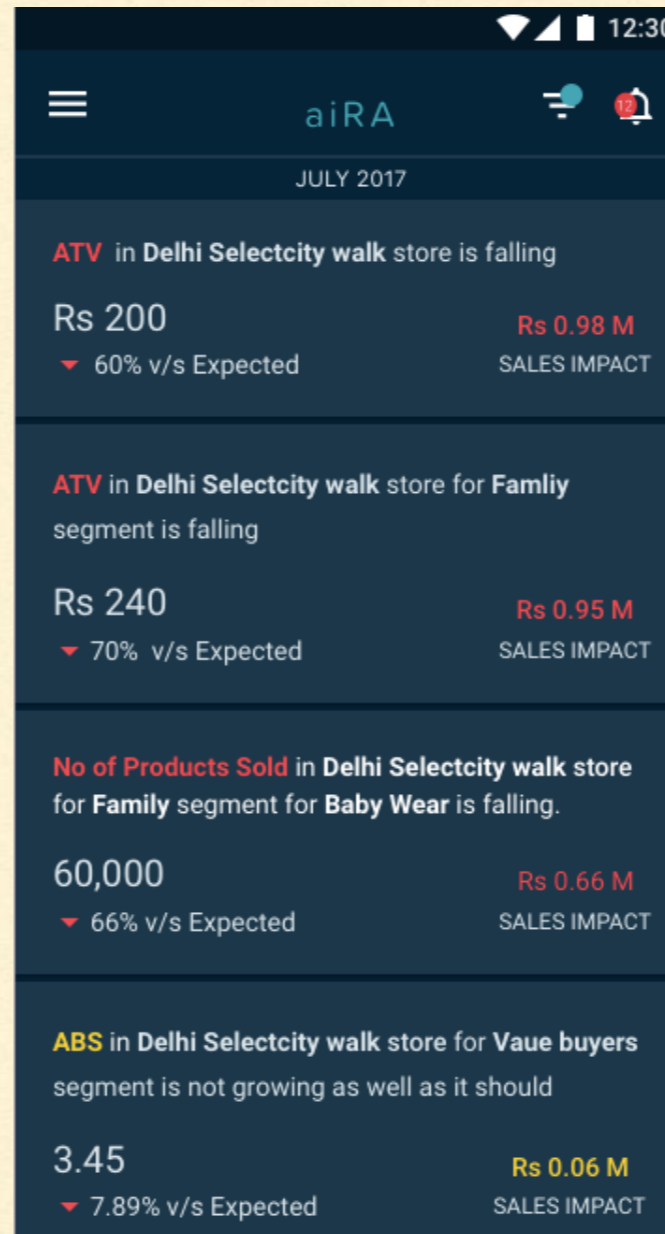
Estimated ROI: 37 X

[Run Campaign](#)

The aiRA mobile app



Access high impact insights.



Filter to see insights in your areas of interest



Explanations, Supporting Data and Recommended Actions.

“Thank You”

–*Saarthak Puri*
