

Brightics AI Use Case - Sales / Marketing

# Product Sales Forecast

Maximize sales and pre-emptively respond to market through demand/sales forecasting



**SAMSUNG SDS**

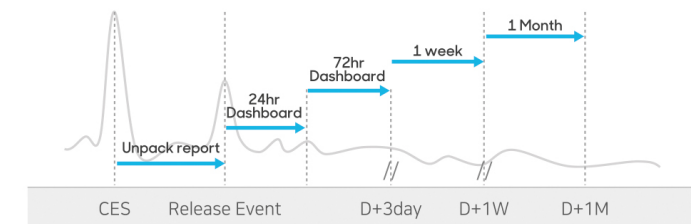
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## Market Response Analysis

Analyze consumer buzz for their needs and reactions to things such as brands/product categories and suggest directions for marketing strategies by identifying company's market position and competitive relation

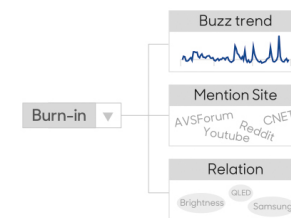


### Event Effectiveness Analysis



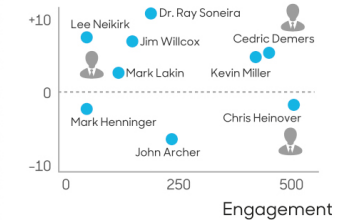
### Buzz Analysis

Keyword Search Sentiment analysis



### Influencer Monitoring

Net Sentiment



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## Foot Traffic Forecast by Store

Estimate total sales amount by forecasting the number of visiting customers, labor cost and purchase conversion rate

