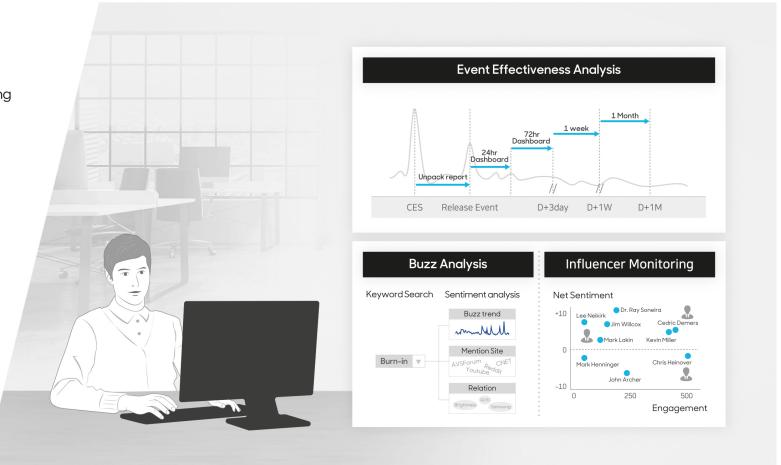
Daily POS Sell-Out & Promotion History Promotion Information Brightics AI Use Case - Sales / Marketing Effect of Forecasting Factors Daily POS / SKU Sell-Out History **Product Sales** Price Effects Seasonality Forecast Lifecycle Trend Maximize sales and pre-emptively 15 16 respond to market through demand/sales forecasting Machine Learning POS / SKU Level Deep Learning Forecasting Forecast Creation Anlaysis Report Regression Deep Model Learning

Brightics AI Use Case - Sales / Marketing

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



Brightics Al Use Case - Sales / Marketing

Foot Traffic Forecast by Store

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



SAMSUNG SDS