

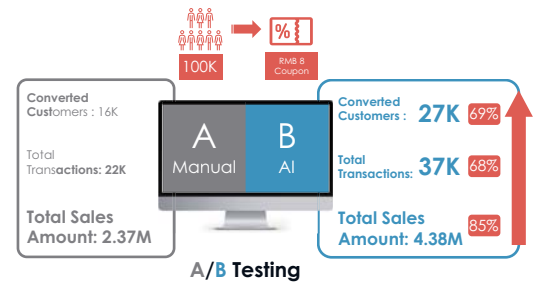
# Smart Retail Solution

Affordable AI for Every Business

## Retail Booster

### Augmented Analytics and Business Intelligence Platform



Leveraging top notch machine learning technologies and industry best practices, DataCube has creating full stack end-to-end AI solutions, from data integration & data mining to model development & model deployment. Retail Booster can easily aggregate cross-departmental data, drive all levels of people to use data analysis and AI modelling, and significantly improve the quality and efficiency of enterprise decision-making.



## Success Case

### Identified members with high repurchase intention, minimize transformation cost

Retail Booster helped/helps a large pharmaceutical retail group to identify highly responsive customers for marketing campaigns. In real-world practice, model results enhanced long-term conversion rate by 50% -100%. For example: for 100,000 people, sales amount increased from 2.37 million to 4.38 million on 100K target customer base.

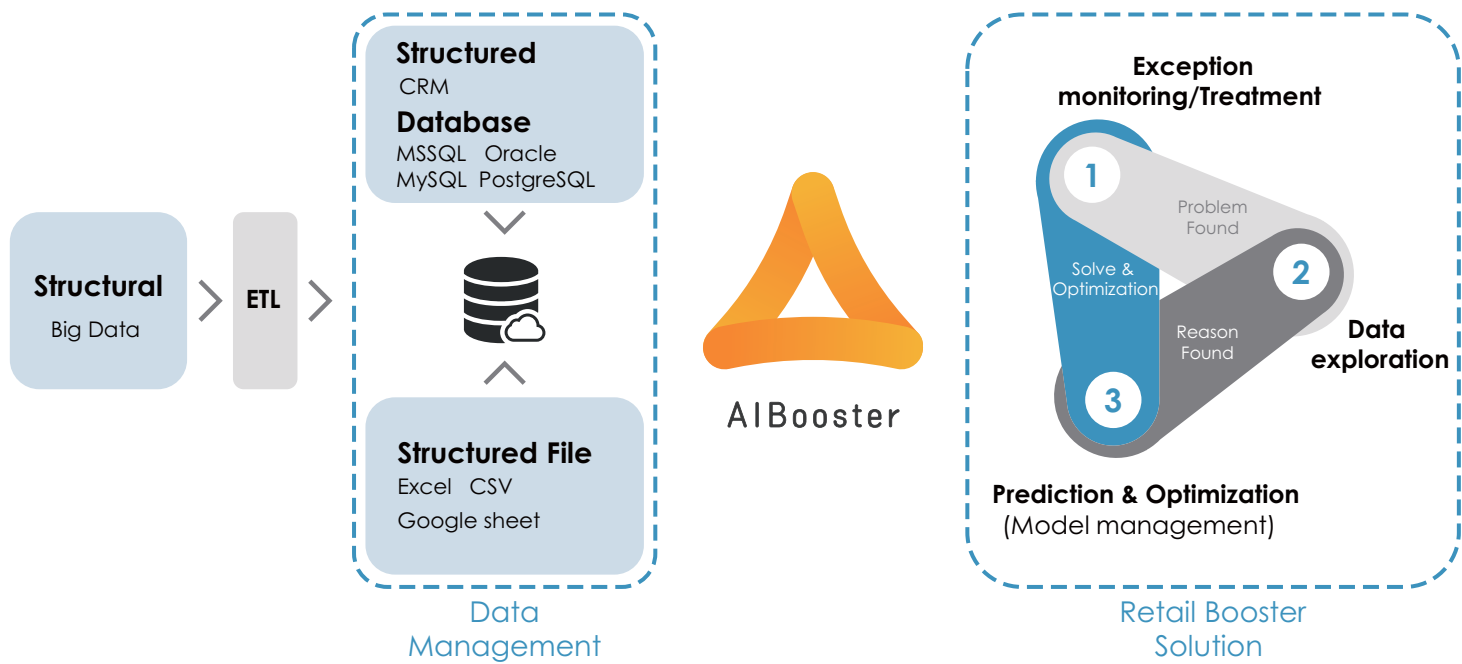
-  RFM Segmentation
-  Stray Customer Treatment
-  New Customer Treatment
-  Category Repurchase Model
-  Personalized Product Recommendation
-  Shopping Cart Model
-  Promotion Response Forecast
-  Member Repurchase Model



## Pre-build Retail Models

### Cavate each revenue growth point to let the enterprise revenue reach another peak

AI can analyze the consumer preferences based on customer behavior habits, characteristics, purchase records etc. Pre-build Retail models can discover the potential customers, prevent customer lose to achieve comprehensive precision marketing and give customers an effective marketing decision-making suggestion.



## Retail Booster

**No need to learn programming to enhance corporate empower and value with data**

Retail Booster can integrate massive data for data management, it can monitor all important indicators and treatments in time, can use data analysis to immediately find out the key reasons, and use the key factors just found to establish the corresponding AI model to quickly optimize the management process.



**數立方**  
Datacube

### Contact us:

**TEL :** (852) 2544 0330  
**Mail:** info@datacube.hk  
**Web:** datacube.com.hk

