



Revolutionize In-Store Execution

Correct In-Store Operational Issues With CB4'S Machine-Learning

By applying our patented AI and machine-learning solution on simple aggregated POS data, our customers increase net sales by 0.8% to 3%. Moreover, impact is immediate: a POC takes hours, and implementation 1-2 days



How it Works

CB4's patented solution uncovers consumer demand patterns from simple POS data. These patterns are used to predict the presence of an in-store operational issue inhibiting sales of a product that has high local demand.

Once such an opportunity is uncovered, a recommendation is sent to the relevant store manager with guidelines on how to fix the prevailing issue. Typical floor execution issues include promotions that aren't properly applied, ticketing discrepancies, out of stocks, product visual directive problems, and more.

Store managers receive an avg. of only 10 recommendations a week. Since the recommended products have high local demand, resolving the prevailing operational issue creates a substantial increase in sales.

Our Secret Sauce

The consumer demand patterns that CB4 uncovers aren't on a customer level but rather on a store level. A pattern represents consumers' demand preferences on an aggregate level. A store could be part of thousands of patterns, each with a different set of stores and SKUs. These patterns continue to change over time.

What creates a pattern? Each store is exposed to a myriad of external conditions. For example, the presence of a competitor or a school. Each condition creates a certain behavioral pattern from consumers that shop at that store. CB4's analysis doesn't focus on uncovering the external conditions that create the patterns, but on capturing the patterns themselves as they occur. Therefore, the analysis does not require external data, just simple POS data on store and SKU level.

The solution focuses on uncovering patterns that indicate high demand for specific SKUs. Once such a pattern is found in a store and the potential high demand SKU is not sold at the predicted levels, a gap in demand is uncovered.

How Do I Know It's Successful?

Each recommendation delivered to the store receives a response from the store manager using the CB4 app. A store manager indicates which issue was discovered (e.g. "promotion not applied") or indicates that nothing out of the ordinary was found.

CB4 provides complete ROI and compliance dashboards. The compliance dashboards provide managers with visibility into their team's execution status and the ROI dashboards reveal the issues uncovered and the revenue that was driven.

On average, CB4 customers have a 95% compliance on recommendations from the stores. This means store managers see tangible value.



stores



stores compliance



ROI



issues uncovered

What Do I Need To Get Started?

- 1 12 weeks of sales data for each SKU at each store.
- 2 That's it. In couple of hours our solution will uncover opportunities and provide a prediction on the magnitude of the opportunity.

Contact us for a live demo at

solutions@cb4.com or (415) 712-1793