# RECOMMENDATION ENGINE FOR A MULTI-STORE DISTRIBUTOR

Achieved
**Overall Accuracy of**

## 92%

**Improved**
**Delivery Efficiency & Maximize Value**
of visit to the store

Maximize
**Personnel Productivity**

## The Client

A leading CPG firm in Middle East

## Industry

FMCG

## Overview

Often product recommendations to retail outlets is based on intuition, past transactional history, must sell SKUs, current inventory check and promotions. This approximation typically looks at recent transactions to give the quantity of each SKU sold by assuming roughly the same sales trends will persist in future.

Thus, this ends up in expectation mismatch.

## Business Challenge

A product recommendation engine based on just past transactional data is not very efficient and perceptive leading to opportunity loss and lower customer engagement levels.

## Our Approach:

Quadratyx PRE-B (ML solution for recommending outlet purchase behavior) was deployed to predict the correct quantities of various goods that the delivery vans must be stocked with.

## Outcomes

✓ Assists the sales man to deliver the right order at the right time.
✓ Maximized the value for every sales visit to the store.
✓ A solution that learns with changing order patterns.
✓ Pre-B will generate a detailed analysis such as cluster of similar stores, store sales, items recommended including the reason for recommendation.