aifora

How does aifora work?

aifora SaaS Solutions

All retailers share their anonymised data in aifora's data ecosystem.

Retailer 1 delivers data

Retailer 2 delivers data

Retailer 3 delivers data

aifora Platform

With the help of machine learning algorithms, aifora forecasts the future consumer demand and based on this, calculates recommendations. The forecasted demand takes into consideration weather data, market data, competitor data, historical data, event data…

Intelligent Price Automation (IPA)

At which initial price should a product be sold?
> **Initial Pricing**

Which products' prices should be reduced in which amount at which time in which location?
> **Markdown Optimisation**

When and how should prices be dynamically adjusted to the market environment?
> **Dynamic Pricing**

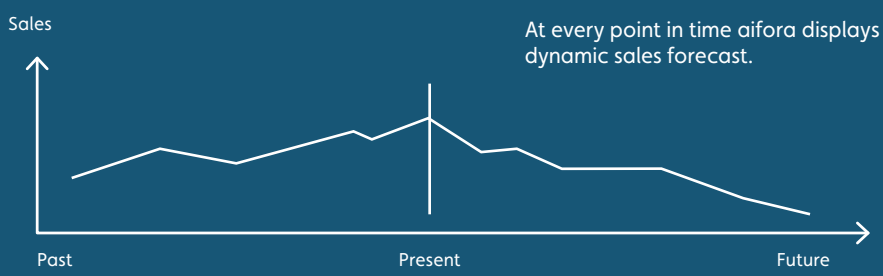
Which promotions and campaigns should be coordinated with all pricing measures?
> **Promotion Planning**

Intelligent Stock Automation (ISA)

How should seasonal articles be distributed across different channels according to demand?
> **Allocation**

When should NOS articles be automatically replenished?
> **Replenishment**

Which articles should be transferred from one location to another?
> **Transfers**



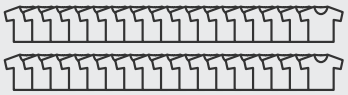
At every point in time aifora displays a dynamic sales forecast.

Result:
Increase in revenues and profits and simultaneous decrease in inventories.

Example

Objective

In general, retailers can decide between an inventory-optimised and profit-optimised strategy. Retailer 1 decides to follow an inventory-optimised strategy and wants to sell all articles by the end of the season, e. g. 100 t-shirts in 3 months.



Calculation

Retailer 1 receives a recommendation about how he can best sell his 100 t-shirts.

Initial Pricing

Optimal initial price of 25€

Allocation

30 articles in Hamburg, 30 in Cologne, 40 in Munich

Markdown Optimisation

Reduce the price by 10€ after 6.5 weeks

Result

All 100 t-shirts are sold within 3 months. Revenues and profits were increased.