

# PREDICTIVE INSIGHTS

These days there is a lot of talk about **'artificial intelligence'**, **'machine learning'**, **'data science'** and the growing importance of **'data'**.  
This can all be a bit overwhelming.

We help our clients navigate through this space, and to improve their **products, services, staffing and strategy** through the thoughtful use of data science, machine learning, and behavioural insights.

By taking care of product development and model maintenance our approach allows companies to quickly scale their data science capacity and **deliver a high return on investment, with limited risk.**

As co-creators with our clients, we share the same incentives – to deliver actionable and valuable insights which improve **business efficiency and profitability.**

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## ABOUT PREDICTIVE INSIGHTS

We are a product development studio that uses AI and machine learning to improve our clients' products, services and strategy through the thoughtful use of data science, machine learning, and behavioural and organisational insights.

We work throughout Africa, the Middle East, the Indian sub-continent and the United Kingdom, with corporates, start-ups and SMEs across the restaurant, food processing, retail and financial services sectors, as well as NGOs, government and quasi-government organisations.

We are part of Alphawave, a group of dynamic companies all operating in the world of tech, software and electronics, which has been operating for 25 years.



Let us deliver actionable and valuable insights to you, to improve your business' efficiency and save you money. To find out how, contact:  
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# OUR PRODUCTS AND SERVICES

We have a continually growing suite of products which focus on providing data-driven solutions for various business problems.



## STOCK OPTIMISATION

Our bespoke stock optimisation tool makes sure that stock keeping units (SKUs) end up at the branches where they are most likely to sell, and provides early warning systems so that stores do not run out of products, can automate stock ordering, identify popular products and cut unpopular products.

## SALES FORECASTING

Our sales forecasting product predicts store and product level sales on an hourly, daily or monthly basis, significantly out-performing branch managers and substantially reducing costs. Linking seamlessly with our stock optimisation and staff management tools, you can ensuring the correct stocks level and the right team are working at the right time.



## STAFF MANAGEMENT TOOL

This tool will optimise your staff schedules, matching and scheduling the best-fit staff. It also establishes the key factors associated with your staff turnover and identifies those most likely to leave, enabling early interventions. It measures the impact of different incentive schemes on staff performance, and can suggest optimal work team composition.

## ADDED VALUE

### CAMPAIGN EFFECTIVENESS:

This tool measures the impact of advertising and promotional campaigns, identifying which customers responded best and determining the most effective way to boost outcomes, sales or engagement.

### SALES INSIGHT:

Use this tool to identify unusual trends and outliers on a store, product and individual basis, different types of customers, potential client-product complements, substantially low expected sales or even fraudulent behaviour.

### CUSTOMER LIFETIME

**VALUE:** Identify different types of customers and their lifetime value to your business, allowing you to focus acquisition and retention efforts on your most valuable customers, and those with the most potential.