

Optimizing your merchandising budget is as easy as picking Daisy.

Using the power of AI make the optimal choices clear.

Daisy Intelligence is a narrow artificial intelligence (AI) company which uses a proprietary Theory of Retail™ process to help clients make better operational decisions to incrementally improve their businesses.

Daisy analyzes all your transactional and operational data and considers the trade-offs inherent in any typical merchandising or promotional decisions. Then Daisy delivers specific actionable recommendations to help you find the optimal decision to consistently increase store traffic, grow average transaction size, manage fraud, and improve your P&L.

You don't need more noise or fancy charts. You need the Daisy advantage - the power of AI to examine 100% of the data, consider all the possible outcomes and recommend the right action at the right time to maximize your business.

See what other's don't.



Promotional Product Selection
What products should I promote to maximize associated product sales?



Price Optimization
What prices should be charged (regular, promo, markdown) to maximize margins?



Space Planning
How should I design the layout of my store to reflect purchasing patterns and maximize sales?



Store Scorecarding
What drives the success of our best locations?



Site Location
Where should I open or renovate stores?



Inventory Forecasting
How much regular and promotional inventory should we have on hand?



Assortment Planning
What mix of products should I stock to exceed my financial goals?



SKU Rationalization
Which products are underperforming and can be removed?



www.daisyintelligence.com

HOW IT WORKS

Specific modular solution designed to provide specific recommendations to your merchandising challenges.



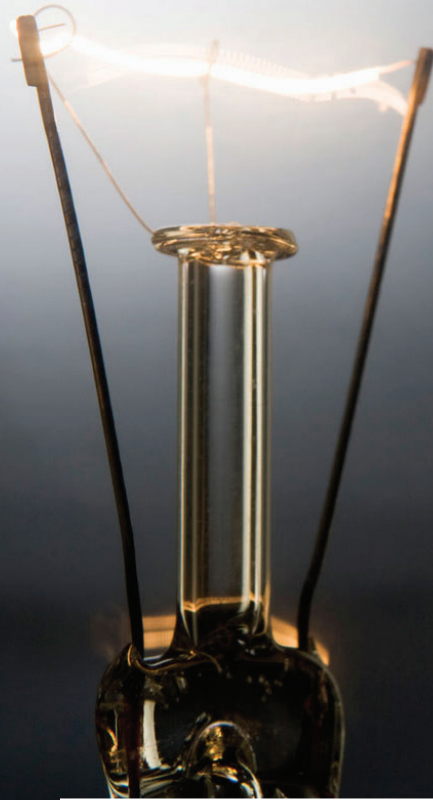
- 1 Supply us with a minimum of 25 months of transaction or operational data. The more, the better!



- 2 Daisy applies its AI engine and proprietary processes to analyze product selections, promotional effectiveness, and other merchandising questions across a wide range of variables including associated product lift, promotional and price elasticity, purchasing cadence, cannibalization effects, geographic variables, seasonality, and more.



- 3 After considering all the available outcomes, Daisy provides specific, actionable recommendations – not just dashboards but customized specific, actionable and optimized recommendations to maximize your opportunity.



Proven results.

IMPROVE ENGAGEMENT

“We were amazed. When we listened to Daisy’s recommendations, we had an **88% probability of having an above average circular week.**”

INCREASE SALES

“Daisy’s promotion recommendations produced an **average uplift of more than \$10 million in incremental weekly sales** for us nationally.”