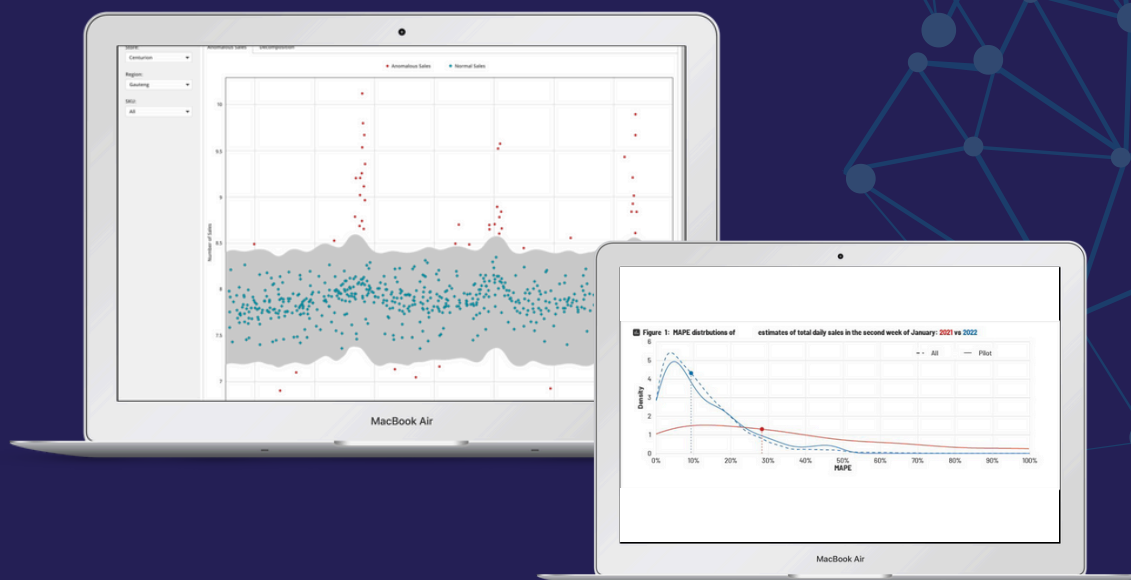


PREDICTIVE INSIGHTS

FORECASTING MODULES

1	REVENUE INSIGHTS: SHORT-TERM & LONG-TERM
2	PRODUCT INSIGHTS
3	STAFF INSIGHTS
4	MARKETING INSIGHTS
5	INSIGHTS PLUS

REVENUE INSIGHTS SHORT-TERM & LONG-TERM



Accurately forecasting upcoming sales is essential for both operational and strategic planning. Knowing how many people will visit your stores and what they will buy helps our customers optimise stock and staff levels.

Our **Revenue Insights** module predicts location and product level sales on an hourly, daily or monthly basis.

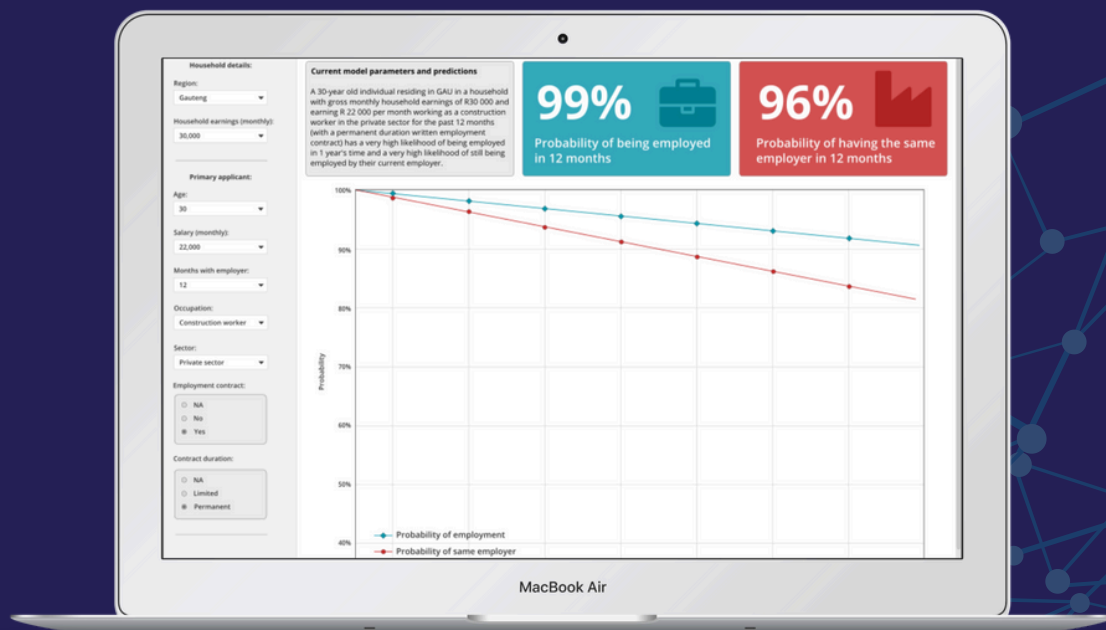
- **Short-term Operational Forecasts:** By 30 minute period, by product, by location, by channel, for the next 90 days - drives ordering, staffing, production, energy use, promotion evaluation.
- **Long-term Strategic Forecasts:** By day or week, by location, by channel, for the next 12-18 months - drives strategic decision making, performance going forward vs budget or goals.

Our system significantly outperforms branch managers' estimates, **doubling the accuracy of forecasts**, and substantially reduces costs. This module can be linked to our Product Insights and Staff Insights modules to ensure that each location has the correct level of stock and the right team working at the right time.

PRODUCT INSIGHTS

Keeping high levels of stock is expensive, particularly if the product has a short shelf-life or takes up valuable space. Our **Product Insights** make sure that stock keeping units (SKUs) end up at the branches where they are most likely to sell. It also provides early warning systems so that stores do not run out of products, and can automate stock ordering.

This system also helps to identify products that are likely to do well early on, and to cut unpopular products. Our item level forecasts help customers **reduce waste on average between 10-40%.**



STAFF INSIGHTS

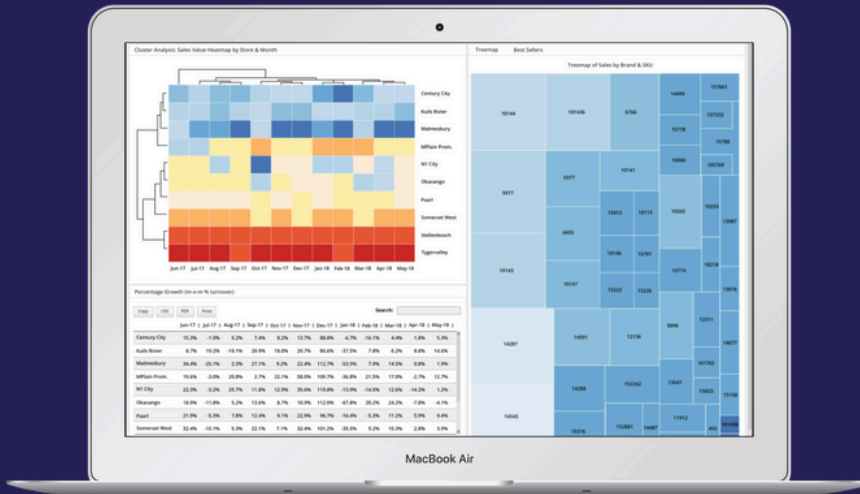
People are the most important asset for many businesses – and often come at a big cost. Our **Staff Insights** tool can establish the most important factors associated with staff turnover and identify those staff who are most likely to leave. The tool can also be used to measure the impact of different incentive schemes on staff performance, and to suggest the optimal composition of work teams. We are currently also working to build a hiring component. This component uses voice recognition, as well as personality and behavioural characteristics to identify people who are a good fit for specific positions.

We've seen a significant improvement as a result of more accurate staff planning including:

- **Waiting times reduced** by 25%
- **Customer satisfaction up** by two percentage points
- **Reduction in the cost of scheduling errors** (as a share of total wage cost) from 34% to 20%



MARKETING INSIGHTS



Businesses continually need to know about the most effective way to boost outcomes, like sales or engagement, which they care about. Advertising and promotional campaigns are some of the ways to do this but it is often difficult to measure the impact of these campaigns.

Our **Marketing Insights** module helps a business determine the additional impact of a campaign compared to what might have happened had the campaign not gone ahead. The tool can also be used to identify the types of customers who responded best to the campaign. It can thus recommend ways to target future campaigns much more effectively.

INSIGHTS PLUS

- **Fraud Insights**

Fraudulent transactions are often difficult for managers to pick up. Fraud Insights helps to quickly identify unusual transactions and suspicious behaviour in order to quickly identify and stop fraud.

- **Market Demand Insights**

What characterises the best performing outlets? Where and when is there unmet demand? Where should you open the next store? Market Demand Insights uncovers patterns in consumer behaviour and local economics conditions to identify times and places where demand can be effectively boosted, and identifies high potential geographic locations. All leading to better returns per location.

- **Waste Insights**

Waste often comes from producing, or ordering, the wrong types of products at the wrong time. Waste Insights helps identify products and periods where waste is high, and through better production or order planning reduce waste substantially whilst also making sure that the right amount of a product is still behaviour. Clients using Waste Insights experience a reduction between 10 and 40% in waste.

- **Delivery Insights**

With the growing importance of delivery, it is important for restaurants, retailers and suppliers to optimise delivery areas, staff effectively, and anticipate periods of high demand. Delivery Insights provides specific insights and analysis of this important channel.

- **Energy Insights**

Running all the restaurant or factory equipment all the time can be very expensive, particularly with high energy prices. Use Energy Insights to determine the optimal use of equipment and reduce energy costs.

- **Pricing Insights**

How do price changes affect the demand and composition of a customer's basket? Use Pricing Insights to determine the impact of price changes on purchasing decisions, and thus the optimal price level for different stock or menu items.

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