Forecasting the Future: 25% Cost Savings with AI-Powered Inventory Management

Enhancing Retail Experiences with AI-Driven Consumer Behaviour Analytics

Solution

ADQ Services implemented AI-driven consumer behaviour analytics to enable real-time customer segmentation and personalized marketing campaigns. Machine learning algorithms for demand forecasting and inventory optimization were deployed, helping the retailer achieve more precise inventory management.

Results

- 25% reduction in inventory costs through more accurate demand forecasting.

- 20% increase in customer engagement due to personalized marketing efforts.

- Seamless omnichannel experience across in-store, online, and mobile platforms, boosting overall sales.