Project Name: Nigotis

1. **Client Segmentation**

   o **Purchase Frequency: Classify clients into high, medium, or low-frequency buyers for personalized marketing and targeted offers.**

   o **Product Preferences: Analyze client purchase patterns to recommend related or complementary products.**

2. **Client Value and Targeted Marketing**

   o **Revenue Insights: Identify top clients by revenue and monitor changes in client spending to prioritize and nurture relationships.**

   o **Purchase Value: Determine transaction sizes and create upselling strategies for high-value clients while promoting budget-friendly options to low-spending clients.**

- ○ **Targeted Campaigns: Use insights on client spending and behavior to deliver personalized marketing and optimize conversions.**

3. **Purchase Timing Patterns**

   - ○ **Seasonal Trends: Track when clients are most active to align marketing and production strategies.**

   - ○ **Predictive Analysis: Use past purchase data to predict reorder times and send timely reminders or offers.**

4. **Client Lifetime Value (CLV)**

   - ○ **Total Purchase Analysis: Calculate each client's lifetime value to focus on retention and high-value clients.**

5. **Product Insights**

   - ○ **Most Purchased Products: Identify popular products among clients to guide marketing and production efforts.**

- Tailored Promotions: Use purchase history to create personalized recommendations and promotions.

6. Churn Prediction

- Inactive Clients: Identify clients with declining activity and re-engage them with targeted offers or outreach.

7. AI-Powered Invoicing

- Interactive Invoice Generation: Use a conversational interface to create invoices based on predefined templates.

- Automated Workflow: Generate and save invoices directly in the system, streamlining the process.

- Seamless Delivery: Automatically email invoices to clients for timely communication.

8. WhatsApp Integration

- User Authentication: Ensure secure access through login credentials.

- ○ **Comprehensive Data Access: Access user data via WhatsApp for instant updates and inquiries.**

- ○ **Feature Accessibility: Utilize system features like managing invoices, payments, assets, and more directly through WhatsApp.**

9. **System Insights and Cost Optimization**

- ○ **Comprehensive System Access: Access data on income, assets, expenses, and other financial aspects for a detailed overview of business performance.**

- ○ **Trend Analysis: Analyze expense trends, income sources, and asset utilization to make data-driven decisions.**

- ○ **Cost-Saving Strategies: Receive AI-powered suggestions for cost-saving measures based on expense patterns and inefficiencies.**

- ○ **Full Control: Gain complete control over system insights to effectively manage and optimize resources.**

10. **Daily Workflow Updates**

- **Morning Notifications: Receive a daily summary of clients with pending payments and other critical updates.**

- **On-Demand Updates: Request information on assets, profit, loss, clients, invoices, and more in real time.**

- **Proactive Alerts: Stay informed about important business operations through automated reminders and updates.**