

Project Name: Nigotis

1. Client Segmentation

- **Purchase Frequency:** Identify clients based on how often they buy products. You can classify clients into high-frequency, medium-frequency, and low-frequency groups for targeted marketing and personalized offers.

- **Product Preferences:** Analyze which products specific clients prefer. You can use this data to recommend similar products or upsell related items during future interactions.

2. Revenue Insights

- **Top Clients by Revenue:** Identify your most valuable clients based on the total amount they've spent. This allows you to prioritize high-value clients and nurture relationships to maintain loyalty.

- **Sales Growth by Client:** Track how each client's purchases have grown or declined over time. For growing clients, you can offer special incentives, and for declining clients, you can investigate reasons for drop-offs.

3. Purchase Timing Patterns

- **Seasonal Trends:** Analyze when clients are most likely to purchase. If certain clients purchase at specific times (monthly, quarterly, seasonally), you can optimize production and marketing strategies to align with their needs.

- **Predictive Analysis:** Use previous purchase timing to predict when a client may need to reorder or buy new products. You can send reminders or offers just before that time.

4. Client Lifetime Value (CLV)

- **Total Purchase Analysis:** Calculate the lifetime value of each client by analyzing how much they've spent over time. Understanding CLV helps prioritize your best clients and invest in client retention strategies.

5. Product Popularity Among Clients

- **Most Purchased Products:** Identify which products are most popular among your clients. This insight allows you to focus on producing and marketing the items that generate the most revenue.

- **Client Preferences:** Based on their purchase history, tailor promotions and recommend products to clients based on what they have previously bought.

6. Churn Prediction

- **Inactive Clients:** Track clients who have not made a purchase in a long time. This can help you identify potentially lost clients, so you can re-engage them with targeted offers or follow-ups.

7. Client Purchase Value

- **Average Purchase Value:** Determine the average transaction size for each client to identify high-ticket clients and those who might need more personalized offers to increase their spending.

- **Up selling Opportunities:** Based on their past spending, you can strategically recommend products or promotions to encourage clients to increase their purchase value.

8. Targeted Marketing Based on Client Spending

- **High-Spending Clients:** Use data to identify clients who consistently spend more and market premium or high-cost products to them, as they are more likely to make larger purchases.

- **Low-Spending Clients:** For clients who tend to spend less, promote more affordable or entry-level products, ensuring your offerings align with their spending capacity and needs.

This targeted approach ensures you offer the right products to the right clients, maximizing the potential for conversions and customer satisfaction.

These insights help you understand your clients' behavior and preferences, allowing you to build better relationships, target them more effectively, and ultimately grow your business.

9. AI Invoicing

AI invoicing simplifies the invoice creation process by leveraging automation and a predefined template system:

- Interactive Invoice Generation: The bot interacts with you via a conversational interface, asking specific questions based on the invoice template available in the admin panel.

- Streamlined Workflow: After completing the necessary inputs, the bot generates the invoice and adds it directly to your system.

- Automated Delivery: Once created, the invoice is automatically emailed to the client, saving time and ensuring seamless communication.

10. WhatsApp Integration

Integrating WhatsApp into the system offers unparalleled accessibility and functionality:

- User Authentication: The bot will prompt for user login credentials to establish secure access to the system.
- Comprehensive Data Access: Through WhatsApp, the bot can access all relevant user data, enabling it to answer any questions or provide updates directly in chat.
- Bot Features at Fingertips: Users can utilize every system feature through WhatsApp, including inquiries about invoices, assets, payments, or other operational details. This makes it a powerful tool for real-time engagement and assistance.

11. Daily Workflow Updates

The daily workflow feature ensures you stay updated on critical business operations:

- Morning Notifications: Each morning, the bot sends a WhatsApp message listing clients with pending payments based on the invoices issued.
- On-Demand Updates: At any time, you can ask the bot for specific information like assets, profit, loss, employees, clients, invoices, earnings, or spendings.
- Proactive Alerts: The bot acts as a virtual assistant, ensuring you never miss important updates, keeping you informed and in control of your business operations.