**Q: What is next best action?**

A: Next Best Action is predictive analytics which predicts the output based on the previous data

**Q: Why will Contlo need next best action**

A: Contlo can make use of NBA and generate the customized recommendations based on the history, behaviour, and preferences of them.

**Q: What are the key considerations before developing a predictive modelling AI for Contlo?**

A: 1. Predictive Modelling

2. Personalization Techniques

3. Data-Driven Decision Making

4. Expected Impact

**Q: What are the technology requirements for implementing Contlo's AI model?**

A: •Machine learning algorithms like decision trees and neural networks

•AI analytics tools like Google analytics or custom analytic solutions should be needed.

•Infrastructure Upgrades are important to ensure stability and to handle the increased data processing requirements.

**Q: How can Contlo ensure scalability and personalization in its AI marketing platform?**

A: 1. Cloud Based Infrastructure

2. Automated Workflows

3. Dynamic Content Generation

4. Human Interaction Elements

**Q: What will be KPIs for the above method**

A: 1. User engagement rates

2. Click through rate on recommendations

3. Revenue impact