

Inventory and Marketing Management using AI

Deadline:

28/5/2024

INVENTORY Management:

- Products Demand Forecasting
 - Help the company\shop to determine its needs from each product based on seasonality trends, demand, and market research either by manufacturing or buying it to maximize its profit.
- Supply Chain Optimization:
 - It optimizes supply networks by fine-tuning shipping routes, warehouse placements, stock movements, and other variables, resulting in lower costs.it can determine the optimal routes, warehousing locations. It offers adaptable order methods based on real-time data, ensuring a seamless transition from manufacturers to customers.
- Dynamic Products Pricing
 - Based on previous purchases and demand for the products it can determine the best price for each product.

Marketing:

- Customer Emotions Analysis:
 - track the social media feedback on the products and brand if it is positive or negative.
- Social Media Content and Advertisement Generation:
 - generating blogs for blog and posts on social media based on previous media post, previous post customer's interactions and the competitors posts.
- Marketing Designs Generation:
 - generate images specified for the company to use in marketing or upcoming post.

Customer:

- Customer Churn Prediction:
 - Predict which customers will likely stop purchasing from the company and their numbers. Based on previous consumers' decision to stop purchasing from the brand, as well as customer feedback, the corporation can assess whether a critical decision must be made.
- Customer Personalized Experience:
 - Personalize the customer's experience based on their previous purchases and by tracking his shopping behavior.