Context:

Merchant (buy) (B2B, B2C)

Supplier(sell)

Context 1:

Merchant (B2B):

customer details.

Location/Demographic

Product(Customer have to buy)

Existing inventory()

Customer Behaviour ex- Repeatability,Time.

Agent- time?money?Product availability?Discount? Scope of improvement in sales?(by change of inventory or costing)

Context 2:

Supplier (B2B):

**Location**

Product Info

Existing Inventory()

**Sales Metrics** and their corresponding question prompts .

1. Average conversion rate.
2. Lead to Scale %.
3. Retention
4. sales per cycle

Further division of suppliers into Good, Bad, Average Performer , Regionwise performance—> Personalised prompts/Nudges.

Agent-Product availability? Suggest changes in inventory to increase profit.

Context 3:

Merchant (B2C):

Location/Demographic

Product(Customer have to buy)

Expectations or needs from the product

Past experience

Agent- Possible causes of the experience, possible products to resolve it, product availability in the location.

Categories

product

Supplier id

Category id