SAMI Portfolio AI - Executive Summary

Product Strategy & Optimization

- Purchase Tradeoff Analyzer: Simulate trade-offs and identify must-have features.

- Portfolio Mix Optimizer: Detect cannibalization, redundancies, and bundling opportunities.

- Conjoint Simulation Insights: Decode CBC/MaxDiff results to guide tiering decisions.

- Strategic Scorecard Generator: BCG-style analysis to prioritize invest/divest decisions.

Drivers of Choice AI

- Classify features via Kano Model: Table Stakes, Performance, Delighters.

- Diagnose retention and repeat usage patterns.

- Score innovation based on uniqueness, feasibility, and market fit.

Advanced Segmentation AI

- Segment audiences using PCA, clustering, LCA, RFM, and neural networks.

- Profile using open-end text, validate segments using entropy or regression.

- Use psychographics, values, and behavior data for segmentation logic.

Customer Journey AI Integration

- Track funnel leakage and retention by segment.

- Predict churn and highlight loyalty cohorts.

- Summarize insights with Sankey, loyalty curve, and funnel breakdowns.

Concept Testing Integration

- Emotional + functional testing across concepts and segments.

- Use SWOTs, agile iteration logic, and differentiation matrices.

- Scorecards: Feasibility, Appeal, Scalability, and Fit.

Go-to-Market Strategy

- Align personas, GTM triggers, and loyalty metrics.

- Overlay category segmentation on buyer signals.

- Simulate launch scenarios using portfolio benchmarks.