



Transaction & Sales Trend Predictor Pitch

(From Jayway to GloboSales)



The Problem: Uncertainty

GloboSales currently rely on the fees that are collected at each Transaction on E-Stores.

In Long term perspective, it is relatively easy to estimate how much fee in total from all E-Stores may be collected in the next months.

However, estimating the revenue in the **next day** for **each individual** E-Store is not feasible to do manually.

Even assuming that we have the manpower, we simply can't keep hiring new people to scale up such operation.

Possible Business Use Cases for GloboSales

- Increasing the successful traffic by placing the high-activity-expected E-Stores on the top of landing page everyday automatically. (e.g. Tree ornament seller could be on the most visible part of the page at Christmas Eve without manual work)
- Server allocations can be fine-tuned to reduce computational costs (e.g. low-activity-expected E-Stores can have less resources compared to the high-activity-expected E-Stores)
- E-Store owners can be alerted before they receive high-traffic to increase customer satisfaction (E-Stores could prepare their warehouse/logistics before the high-activity occurs.)

The Problem Solving Product

Simple but Reliable Machine Learning algorithm that can quickly **estimate** the near future transactions per **each day, per each** E-Store.

