



UM Hackathon 2025

Grab



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Launching MEX AI Assistant to empowering every Grab merchant



Situation

SME business owners often **struggle to interpret** raw data and complex dashboards especially Southeast Asia's **diverse languages** and **digital literacy**

Grab supports millions of merchant-partners from hawkers to franchises and now **seeks to leverage generative AI** to build a chat-based tool



Question

How can we **enhance the GrabMerchant Portal** so that every merchant—regardless of size, tech-savviness, or language—can **easily understand** their **business performance** and receive actionable guidance in real time?



Solution

MEX Assistant

Real-Time Insights

Instant and simple answers from live business data.

Personalized Recommendations

Tailored suggestions from merchant's performance & trends.

Conversational & Multilingual

Communicates in a human, multilingual style that's easy to use



Impacts

90% of merchants can make data-driven decisions in under a minute

Empower **~4 million** merchants across Southeast Asia

Merchants Face a Growing Gap Between Data Access and Business Impact



Persona: Sam
Age: 35
Small F&B stall

Has access to Grab Merchant Insights but **doesn't know how to interpret** or use it to grow his business.

Data Confusion

Overwhelmed by customer data and **unsure** how to turn them into actionable insights.



Manual Analysis Struggles

Process for analysing raw data is **time-consuming** and **complex**.



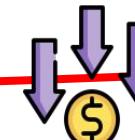
Missed Opportunities

Fails to spot key trends in customer demand and promotion timing



Financial Pressure

Experience **revenue loss** and **stunted growth**



Sam's journey reveals that data overload and manual analysis leave small to medium merchants missing key opportunities—ultimately leading to business failure

3 Key Solution Pillars Transforming Merchant Experience

1

**Real-Time
Insights on Demand**



2

**Personalized
Analysis & Proactive
Recommendations**



3

**Conversational,
Multilingual &
User-Friendly Interface**



Grab Merchant Portal with MEX AI Assistant

Insights

Overview Operations Menu Marketing **Customers**

Date: 3/15/2021 - 6/11/2021 Type: All City: All Store: All

Download PDF Download

Customer breakdown
23,826

Sales by customer type
1,800,906

Customer retention
The proportion of customers reordering week after week

Purchase frequency
1.31

Demographics
Distribution across various attributes can drive input into your paid...

Age

Gender

Sample Customer Retention (%)

Week #	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Wk 0	100%	36%	26%	20%	10%	11%	9%
Wk 1	100%	42%	33%	25%	18%	13%	
Wk 2	100%	40%	38%	29%	21%		
Wk 3	100%	52%	41%	33%			
Wk 4	100%	35%	35%	45%			

Download our app

English (UK)

Grab

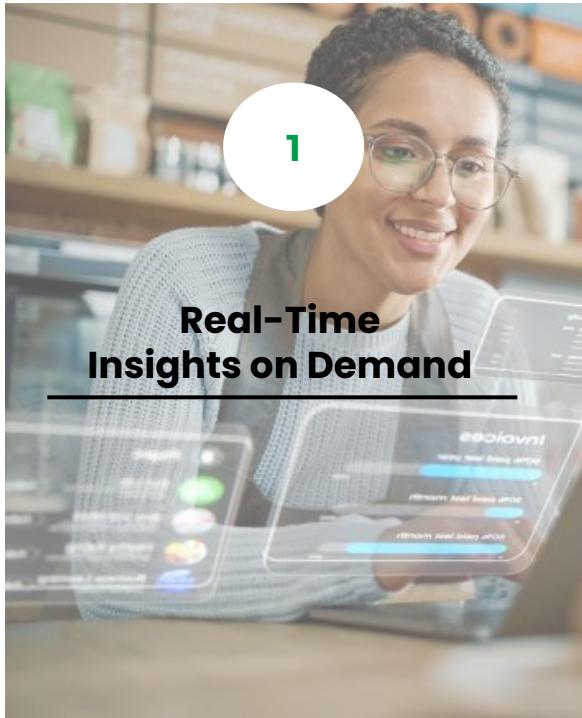
Insights

- Finance
- Menu
- Employees (3)
- Profile
- Help Centre
- MEX Assistant Beta

Download our app

English (UK)

MEX Assistant with Real-Time Insights



Know What's Happening? Insights That Help Merchants Act Faster and Smarter

As a merchant, how can I use existing data to understand my business and act faster, smarter, and more efficiently?

MEX analyzes...



Customer Purchasing Patterns

Identify peak..

- buying hours,
- seasonal trends
- item popularity

Customer Behavior Patterns

Track **repeat purchases** and **demographic** insights (age, location, gender)

MEX tracks...



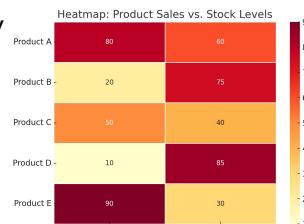
Automated Alerts

Get real-time alerts when key items **run low** or **overstocked**



Sales-to-Stock Ratio Dashboard

Monitor how quickly **stock moves** relative to **sales**



MEX inspects...

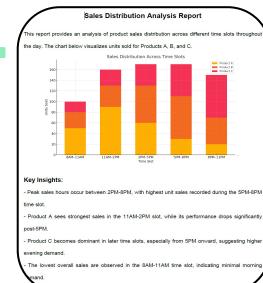


Operational Bottlenecks

Identify **delays in prep time, delivery, and kitchen load** to streamline daily operations

Daily Business Digest

A daily **snapshot** of **sales, stock status, and best-sellers**



MEX Assistant with Personalized Recommendations

1

Real-Time
Insights on Demand



2

Personalized
Analysis & Proactive
Recommendations

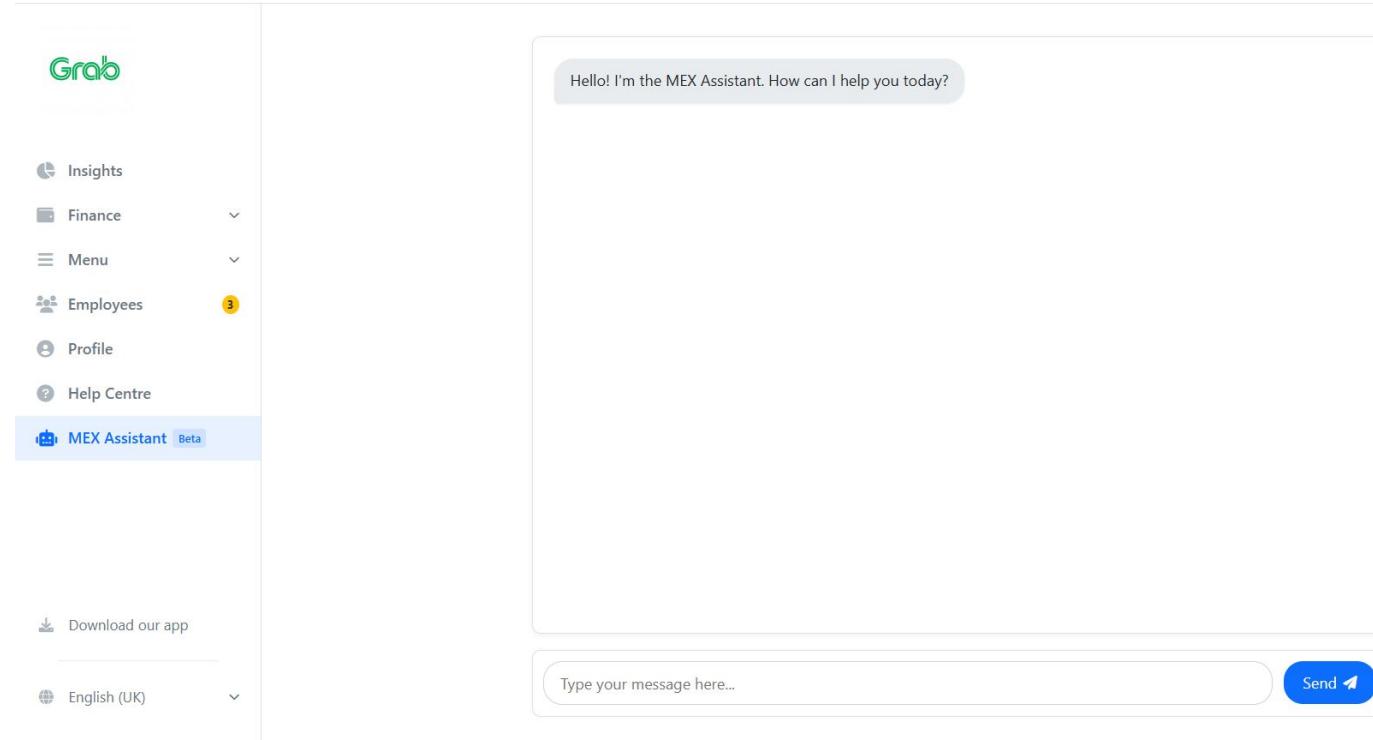


3

Conversational,
Multilingual &
User-Friendly Interface



MEX AI Chatbot Interface



The image shows a screenshot of the MEX AI Chatbot Interface. On the left side, there is a vertical sidebar with the "Grab" logo at the top. Below it is a list of navigation links:

- Insights
- Finance
- Menu
- Employees (with a yellow notification badge showing '3')
- Profile
- Help Centre
- MEX Assistant Beta** (highlighted with a blue background)

At the bottom of the sidebar, there are two links: "Download our app" and "English (UK)".
The main area features a large white box containing a message from the chatbot: "Hello! I'm the MEX Assistant. How can I help you today?". Below this, there is a text input field with the placeholder "Type your message here..." and a blue "Send" button with a white arrow icon.

Know What to Do Next? Turning Data Into Decisions That Matter

How can real-time, personalized guidance turn data into decisions that grow my business?

Short-Term Recommendations

To respond to current sales and inventory insights..



Explain trends and patterns in **sales, stock, and performance** in a simple way



Detect immediate gaps or dips in business to uncover **quick-win opportunities**

"Mex, my lamb dishes aren't selling well.. What should I do?"

MEX AI Response

Okay, I see the **slow lamb sales** and **high stock** levels in your inventory data. Let's consider a **limited-time promotion**, run a '**Lamb Special**' for the next few days. Bundling it with a **popular side or drink**.

Long-Term Recommendations

To improve profitability and business growth..



Conduct **market benchmarking** to highlight what top-performing businesses are doing differently



Use customer behavior insights to guide **channel strategy**, product evolution, or potential expansion

"Mex, ...check performance last 6 months..., what are best practices from other successful cafes... increase profitability?"

MEX AI Response

Okay, reviewing your 6-month data shows **food cost** is high (**34% vs <30% average**)... improve profitability... analyze costs... **optimize recipes or pricing**... implement a **loyalty program**... build customer retention.

MEX Assistant with Conversational & Multilingual Interface

1

Real-Time
Insights on Demand



2

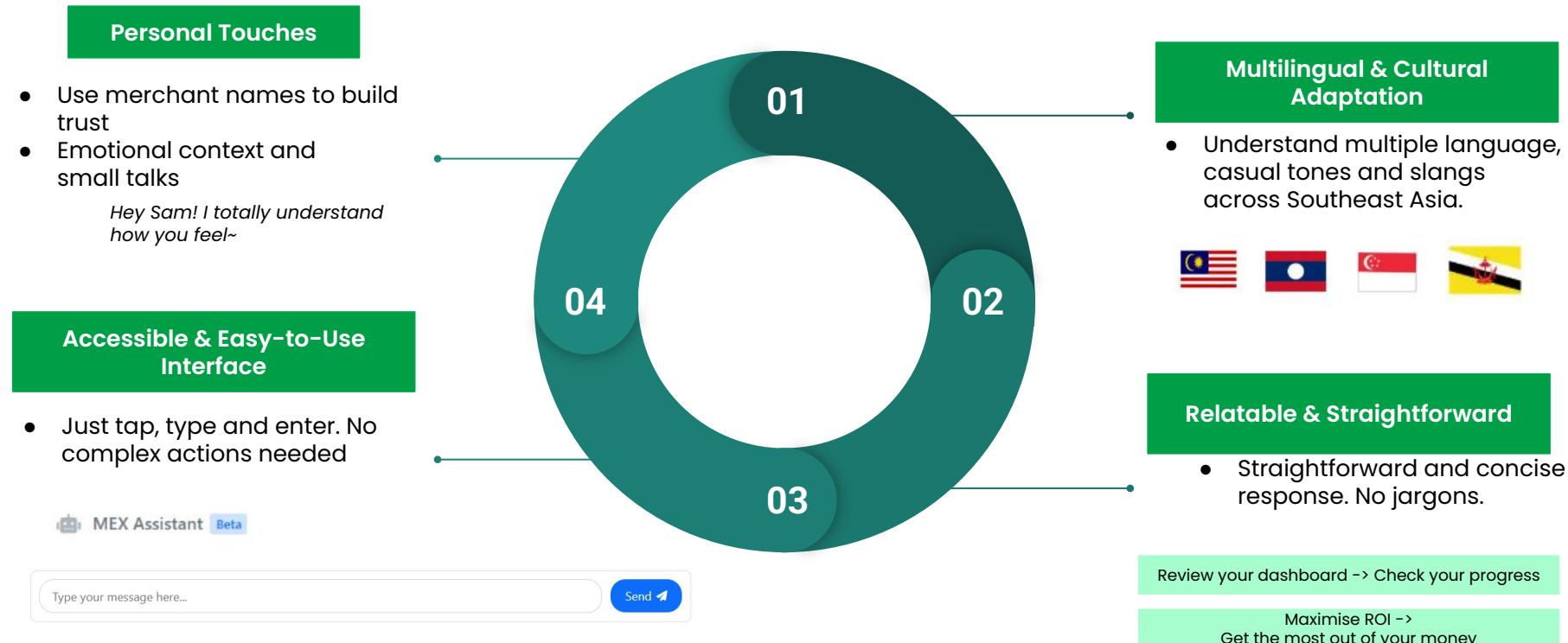
Personalized
Analysis & Proactive
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Demo Video

 **Clear Performance Summary**

 **Intuitive Visual Insights**

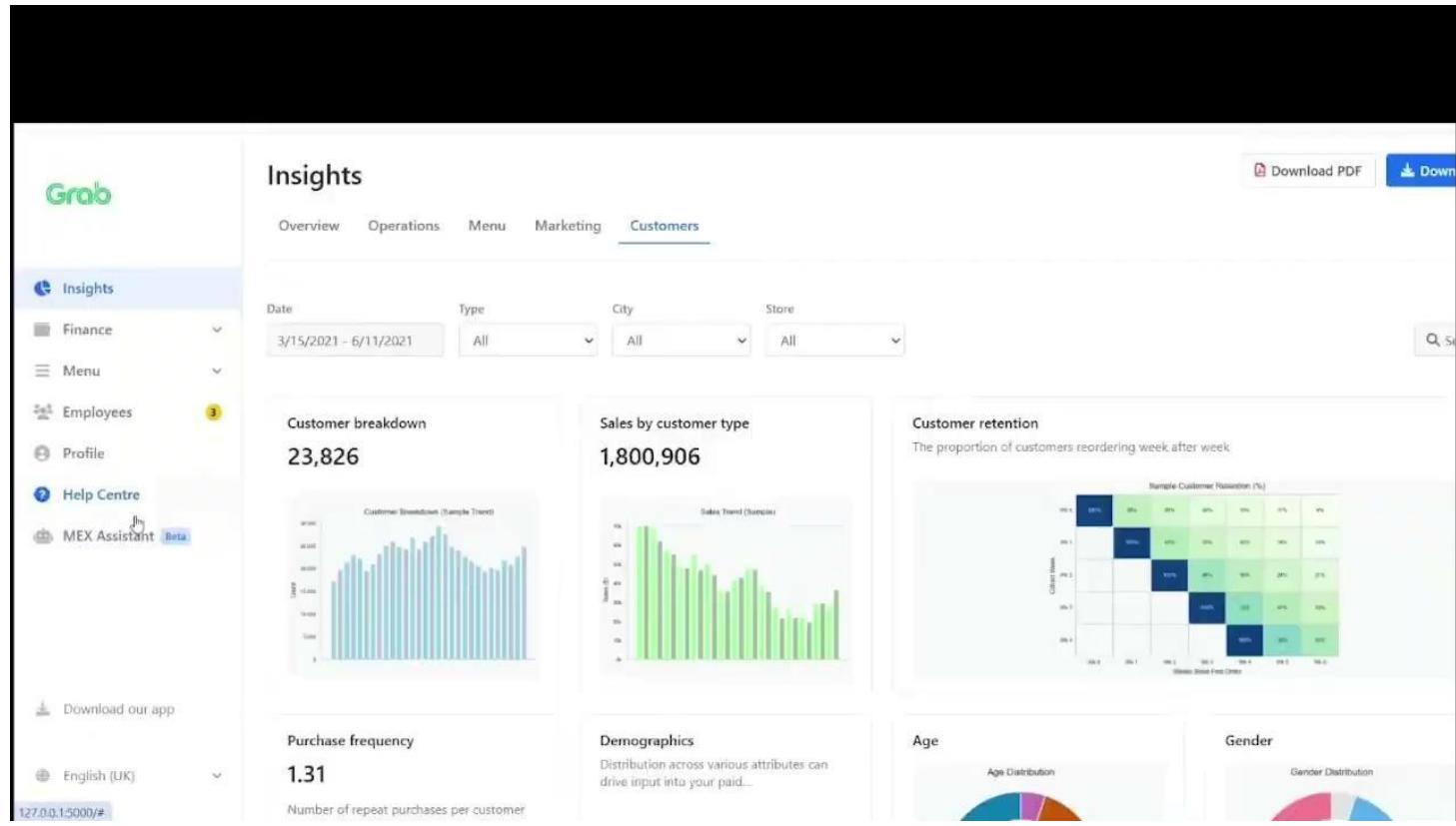
 **Uncover Hidden Insights**

 **Provide Reasoning**

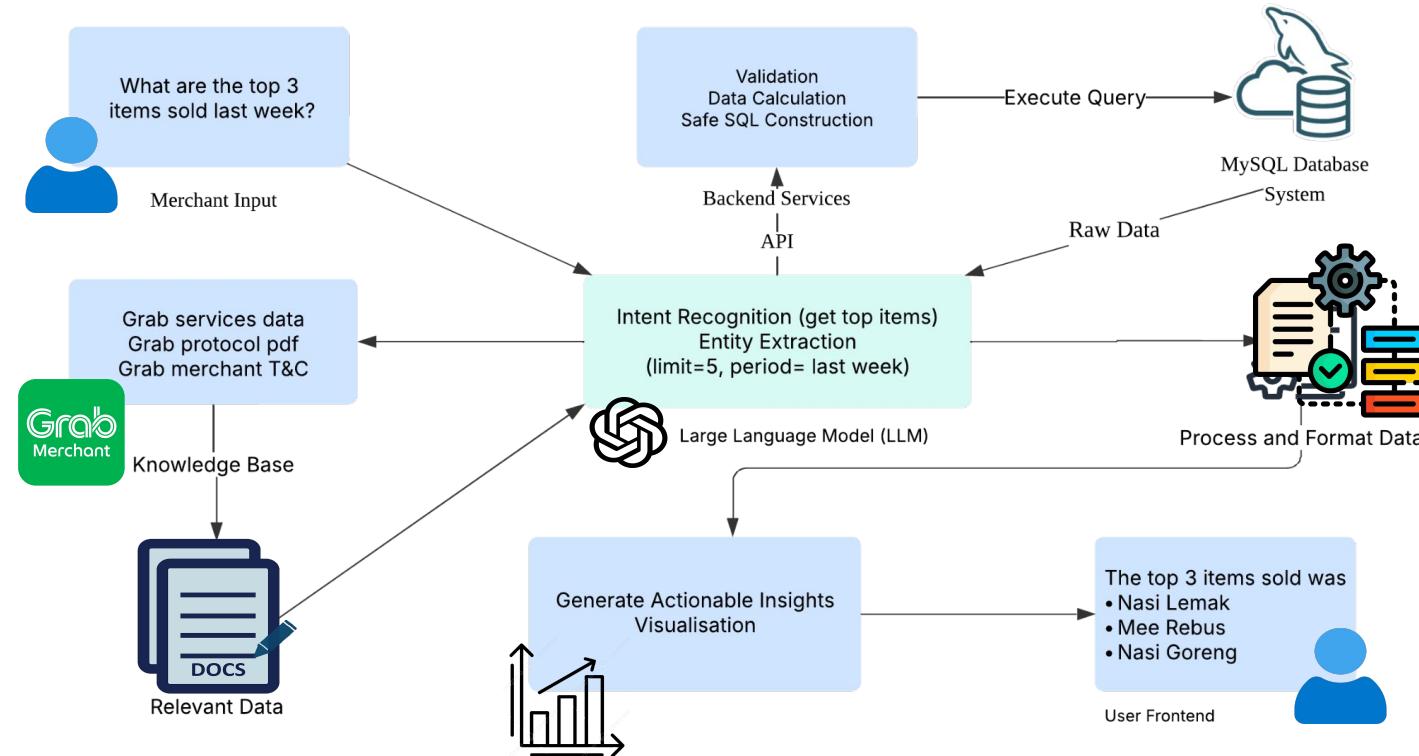
 **Actionable Recommendations**

 **API-Powered Execution**

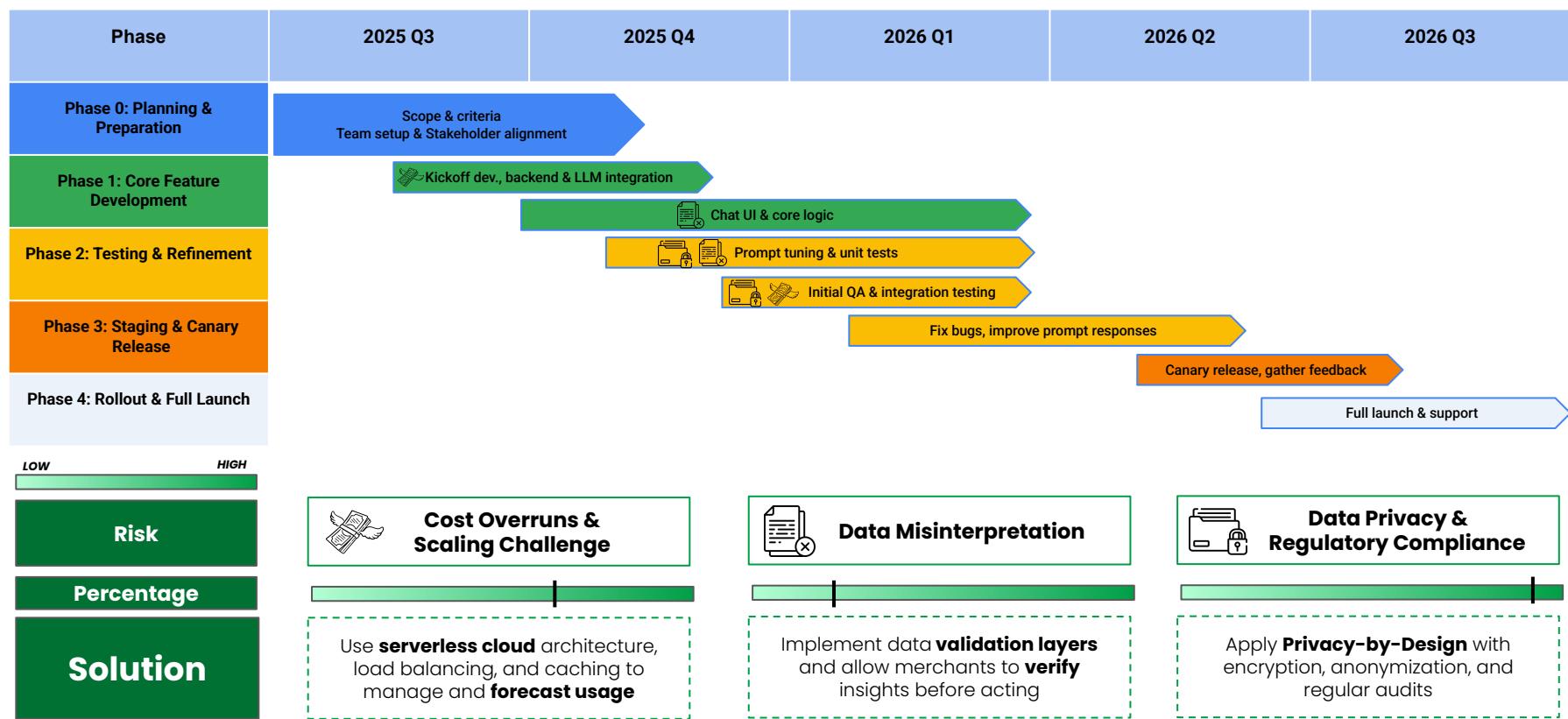
 **Multilingual Support**



Detailed BackEnd Pipeline with RAG implementation



Implementation Roadmap with Risk Mitigation Plan for MEX Assistant



Sam's Journey Shows How AI Can Empower Every Grab Merchant

Forward

Persona: **Sam**
Age: **35**
Small F&B stall

Has access to Grab Merchant Insights and now **uses MEX AI Assistant** to improve his business.



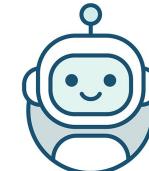
Instant Data Clarity

AI instantly **summarizes sales** and customer **insights**



Automated Analysis

Merchants interact via chat to request insights, compare periods and **no manual work required**



Proactive Recommendations

MEX recommends **promos**, highlights **slow movers**, and **alerts** merchants.



Business Stability

Improved decisions **boost revenue** and **reduce financial stress**.

Sam's journey shows that with MEX AI Assistant, overwhelming data transforms into actionable insights that capture opportunities and drive growth for his business.