

PROMO PRODUCT MIX OPTIMIZATION



Daisy is an AI-powered **merchandise planning platform** focused on optimizing promotional product and price mixes for dramatically improved results. Daisy uses reinforcement learning, a branch of AI, and its patent-pending **Theory of Retail™** that is unique in the marketplace and on the cutting edge of the category management revolution.

The Daisy AI advantage.

- ✓ Daisy's AI is based on reinforcement learning and simulates trillions of product mix scenarios to make optimized promotional decisions without human intervention.
- ✓ Daisy's **Theory of Retail™** is truly unique in the marketplace and considers all the key variables that affect product like price mix, seasonality, promotional channel, competitor promotion and prices, store locations, and competitor locations.
- ✓ Daisy recommends product mix decisions that drive proven results (sales, net margins, traffic, etc.).
- ✓ Daisy lets you establish constraints and rules around your promotions that align to your specific strategies.
- ✓ The Daisy merchandise platform significantly reduces the time spent by your merchants reviewing data and selecting weekly promotional products, letting them focus on more strategic activities.

MAXIMIZE SALES

+2.9%

average increase in topline revenue for our clients.

INCREASE MARGINS

100%

or more increase in net margins.

SPEND TIME WISELY

40%

time saved per week reviewing and recommending prices.

DAISY CLIENT LIST

140%

YOY growth.

Contact Daisy Intelligence.

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Cool Vendor for
AI in Retail



AI Technology
of the Year –
Services



Best AI Company