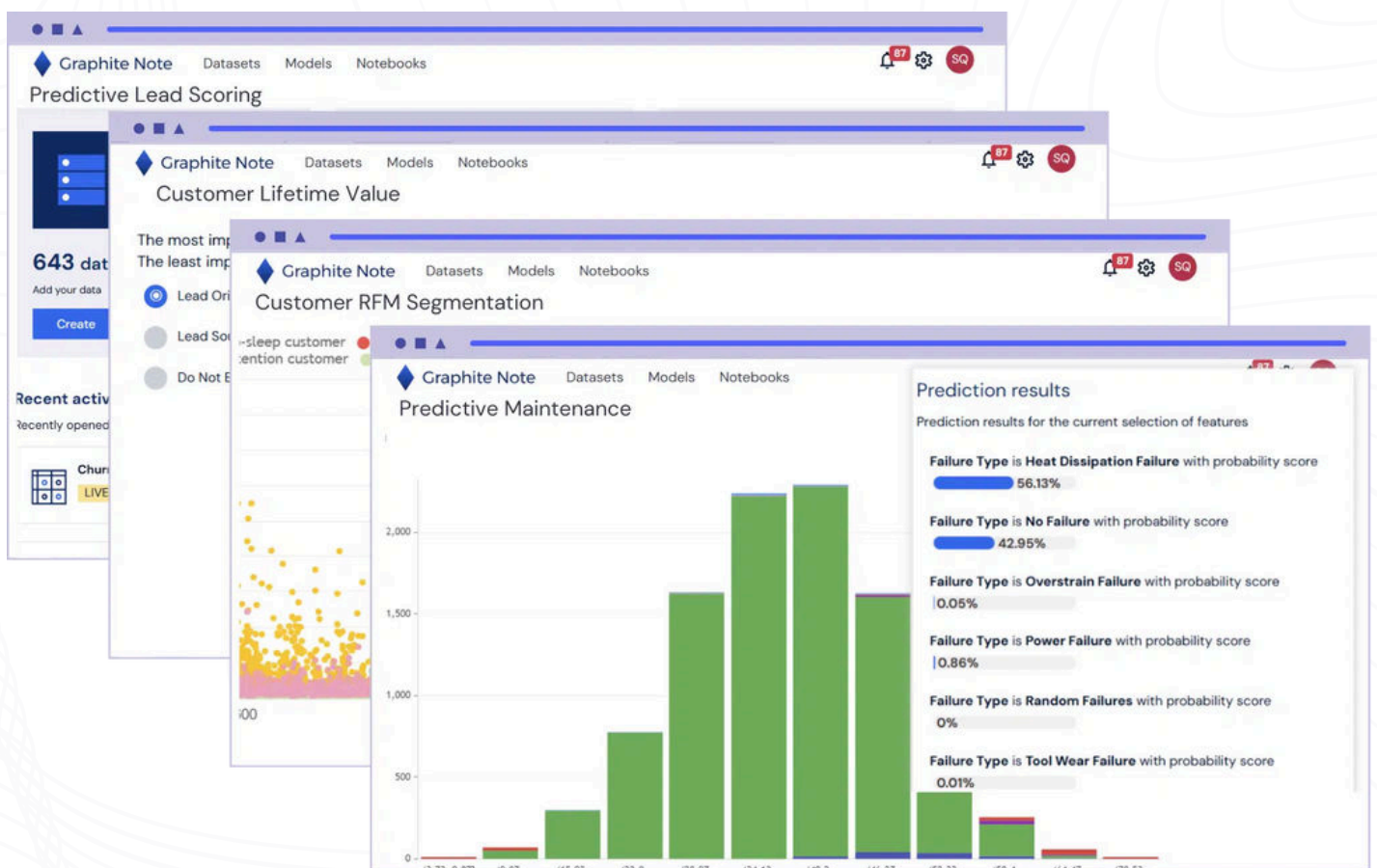# GRAPHITE NOTE FOR ECOMMERCE & RETAIL:

ACCELERATE STRATEGY WITH AI–DRIVEN INSIGHTS

What We Do

Graphite Note is a **decision science platform** that transforms predictions into insights and actionable business strategies—all based on your data. We empower eCommerce and retail businesses to make faster, smarter decisions by translating AI/ML model outputs into targeted actions.

Our specialized solution suite includes:

Demand Forecasting

- Predict product, brand, and category demand
- Optimize inventory levels, reduce stockouts, and capture more sales

Customer Segmentation (RFM)

- Identify high-value customers using Recency, Frequency, Monetary analysis
- Target each segment with customized marketing campaigns

ABC (Pareto) Product Classification

- Classify products into top-sellers (A), moderate sellers (B), and slow movers (C)
- Prioritize marketing and inventory decisions based on high-value SKUs

Customer Lifetime Value (CLV) & "Buy-Till-You-Die" Modeling

- Pinpoint the projected value of each customer
- Understand churn probabilities for non-contractual businesses
- Drive loyalty strategies by focusing on profitable customer segments

Basket Analysis

- Uncover brand and category relationships in shopping carts
- Develop cross-sell, up-sell, and bundling strategies for higher basket size

We believe in showing, not telling...

... that's why we provide live demo examples where you can explore real eCommerce and retail data in action. Our interactive notebooks, detailed visualizations, and step-by-step explanations will let you see exactly how our models translate your data into growth-focused strategies.

RFM CUSTOMER SEGMENTATION STRATEGY

REVENUE FORECAST STORES – EXTERNAL FACTORS

ITEM BASKET ANALYSIS

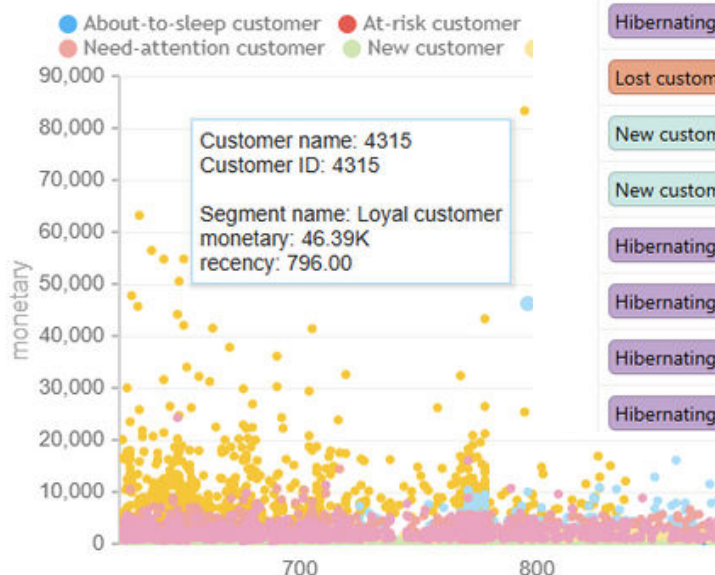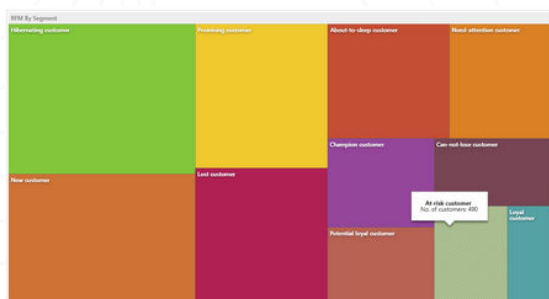Notebook   RFM Customer Segmentation Strategy

Notebook   Revenue Forecast Stores – external factors

Item Basket Analysis

Why Choose Graphite Note

- **Business-Focused Insights**: We don't only give predictions; we provide clear recommendations for sales, marketing, and product strategies.
- **All-In-One Platform**: From predictive analytics to strategy execution, everything is under one roof.
- **Accessible AI**: You don't need a data science team to leverage advanced machine learning. Our models and dashboards make insights easy to digest.
- **Proven Results**: Lower inventory costs, reduce churn, increase average order value, and uncover new growth opportunities.

Key Benefits

Increase Revenue:

Leverage predictive demand and customer insights to capture more sales.

Improve Efficiency:

Reduce wasted spend on low-value inventory and marketing efforts.

Enhance Customer Experience:

Target the right customers with relevant offers at the right time.

Stay Competitive:

Use AI-driven strategies to outpace competitors and adapt quickly to market changes.

Dataset → No-code modelling → Key drivers → Actionable insights → Predictions

Our Offer

Rapid Implementation:

Deploy our eCommerce and retail package quickly—no heavy IT overhead.

Personalized Onboarding:

Our team ensures your models are tailored to your unique business needs.

Ongoing Support & Training:

We guide you through data interpretation, strategy formulation, and refinement.

WHY YOU SHOULD CARE

In a crowded market, you need more than just data. You need actionable insights that help you outperform your competition. Graphite Note delivers AI–driven, strategic guidance, so you can focus on what matters: growing your business profitably.

READY TO LEARN MORE?
BOOK A DEMO

ISITA   PACE   Fexco   cybertrend

Notch   CONTROL GROUP   KATANA   RTL   Westland Insurance