ConverSight

Actionable Insights.
Instantly. Anywhere.

MARKET BASKET

ANALYSIS

WHAT IS MARKET BASKET ANALYSIS?

ConverSight helps retailers gain visibility into buyer demand and trends to accurately forecast product levels, analyze buying patterns and plan for the future.

25% DECREASE IN SHIPMENT COSTS	**35%** REDUCTION IN INVENTORY COSTS	**15%** REDUCTION IN EXPIRING PRODUCT

RETAIL EXCELLENCE WITH THE POWER OF AI

Achieve a better understanding of consumer purchasing patterns to influence buyer decisions, set up effective joint promotions and drive sales.

REMOVE NON-MOVING INVENTORY

Gain insight into products customers are most likely to purchase next to better forecast inventory levels

DRIVE SALES & PROMOTION

Uncover associations between items to analyze customer behavior and identify combinations left unleveraged

IMPROVE CUSTOMER SATISFACTION

Understand customer behavior, unexpected trends and demand patterns