# Trends Scouting for Retail Business

**DataArt**

What if you knew what inspires your target personas? What if you could see what they like, search for, and dislike? What if you could get data-driven insights right at your fingertips? With the right technology, this is closer than you might think.

## Know What Your Customers Want Before They Do

Trends Scouting Software analyzes miscellaneous data—such as text, images, and videos—from multiple sources including social networks, google APIs, trending platforms, news sites, and competitors' websites. It structures and prioritizes this data, generating AI-driven insights that help various stakeholders identify trends early and monitor their evolution over time.

**With the new solution developed by DataArt, even the most difficult questions can be easily solved.**

◆ **What will women wear next summer?**

▼ **What should we order to maximize the revenue?**

■ **What Gen Z is looking into?**

**And many more questions can be answered with this tool**

## Use Cases

- Understand Upcoming Market Trends
- Monitor Trends Changes in Time
- Meet Customer Expectations
- Forecast Sales & Economic Effects
- Catch Signals for Marketing Campaign and Promotions
- Ensure Stock Availability
- Analyze Competitors Offerings
- And Much more

## Spot the Trends. Lead the Market

### Data Sources
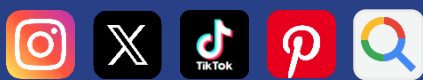
Trend platforms (e.g. Fashion trends platforms), sales data (client's or public databases) and other sources can be also integrated

### Features and Highlights

- Trends radar dashboard
- Dynamics monitoring
- Sentiment analysis
- Trend momentum scoring
- Trend classification

- Visuals for inspiration and reference
- Custom ML algorithms
- Automatic deployment
- Integration with the customer data
- Cloud-native

## Companies that Trust Us

ocado TECHNOLOGY · METRO MARKETS · DECATHLON · INTERSPORT · Unilever · MONEX · 3M

# Path to the Software that Delivers Value

✕ **DataArt**

| Step 1 | Step 2 | Step 3 | Step 4 |
|---|---|---|---|
| **Workshop** | **Discovery Phase** | **POC** | **Continuous Improvement** |
| Identify the needs and business challenge | Form the target persona profile, identify the data sources, form the vision of the success | Tailor the solution and deploy it to the customer's environment | Enhance with data sources, reporting and graphs capabilities, go-live and roll out |
| 1–2 days | 2–4 weeks | 2–3 months | Depends on the project |

## Success Stories We Delivered

**Fashion Retailer**

Trends identification for women fashion — AI Buyer

- ✓ New sales streams identification
- ✓ Better Stock Allocation
- ✓ Data-driven decisions on procurement

**Global CPG Company**

Predicting next taste of chips

- ✓ Enhanced Customer Satisfaction
- ✓ Accurate alignment with customer expectations
- ✓ New opportunities based on data are identified

**Leading Organic Food Producer**

Ensure Readiness to New Market Realities

- ✓ Highly Targeted Marketing Campaigns
- ✓ Strong Decision-making Tool based on data insights

## At DataArt, We Put AI in Ret-Ai-L

Since 1997, we have helped companies ranging from startups to Fortune 500 succeed in the digital space

**5k+** Consultants and engineers across the globe

Data is in our name, innovation is in our DNA, hundreds of successfully implemented AI projects

Trusted partner of leading cloud providers

Trusted by leading retail and CPG brands and companies

Access to multiple co-funding programs, allowing clients to save costs and access discounts to cloud products.

**Supported Countries: EMEA**

## Contact us

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