



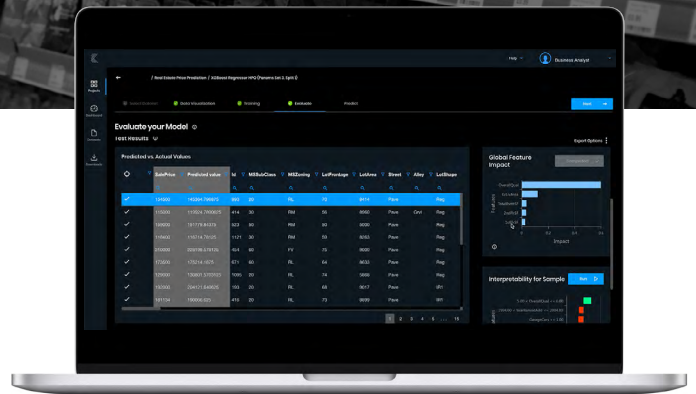
CPG brands bridge the gap between data and revenue with the Kepler AI business platform.

No AI or Machine Learning experience required.

Put Data into Action for Greater Business Impact

Consumer Packaged Goods brands have data, whether it's first-party or third-party, but often the gap between data and action is significant. The market evolves quickly with shifting consumer expectations and preferences along with a race towards personalization. Adapting to change becomes critical for business growth.

The Kepler AI Business Platform gives brands a way to optimize data and build loyalty through deeper engagements and customized offers.



“CPG brands using AI and advanced analytics see an average of 10% revenue growth.”
Boston Consulting Group

Kepler An AI Platform Designed for Business Users

Better ROI.

Bring ROI-driven AI and machine learning projects to production faster by closing the skills gap needed for leveraging full AI automation.

Reduced Risk.

Leverage AI to augment human decision-making across a range of departments and roles with greater speed, reducing the risk in your AI investment.

Scalable Results.

Preset automated workflows allow users to address hundreds of use cases, (simple to complex) to scale the use of AI in new ways.

Simple 5-Step Process from Data to Results

The Kepler AI business platform takes the complex and manual process of conventional AI and transforms it into an easy 5-step process that can be performed by anyone.





Use case applications across all business functions

Marketing
and Sales

Product, Brand and
Category Managers

Operations and
Supply Chain

Technical
Teams

Predict and Forecast

Generate predictions and forecasts, faster, with the same data. Scale the use of predictive metrics to accelerate decision making across the business.

- Ad Spend Optimization
- Consumer Segments and Trends
- Customer Lifetime Value Prediction
- Marketing Attribution
- Marketing Mix ROI
- Personalized Marketing
- Product Assortment by Channel
- Sales and Customer Insights
- Trade Promotion Effectiveness

Analyze and Understand

Get more insights from your data, and develop a better understanding of what drives results across your business.

- Assortment Insights
- Brand and Category Level Predictions
- Category Planning
- Personalized Offers and Recommendations
- Price and Promotion Optimization
- Seasonal Insights
- SKU Performance and Margin Impacts

Optimize and Personalize

Build meaningful, customized experiences for your customers, plan with accuracy and create efficiencies across operations.

- Demand Forecasting and Prediction
- Innovation Trends and Planning
- Personalized Product Recommendations and Offers
- Stock Optimization
- Trade Spend Optimization

Kepler takes the mystery out of using AI with an automated platform, acceleration tools and full support for faster business impact.



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