

consenso

SUCCESSFUL SAP PROJECTS



SUCCESSFUL SAP PROJECTS  
FOR OUR CUSTOMERS  
FOR OUR PARTNERS  
FOR OUR TEAM



**consenso Intelligent Promotion**

 BASKET INSIGHTS  
YOU NEVER EXPECTED.



# One Dashboard. All Insights.

*Heterogeneous data sources,  
homogeneous analyses*

Fragmented data silos often prevent a holistic view:

- Omnichannel sales: POS & eCommerce transactions
- Marketing history: Campaign successes & coupon insights
- Commercial: Prices, margins & conditions
- Context data: Stock levels, seasonality & competition

**Based on AI, we transform your data world  
into predictive promotion planning!**

## Turn data silos into impact

### Master and transaction data

Millions of different documents



### Pattern recognition with AI

Find frequent article combinations



### Rules extraction

Find associations



Powered by:



databricks



python

# Plan Promotions. Proof Performance.

## ► Cross-Category Insights

Identify product pairs across product groups – even for complex, non-intuitive shopping basket patterns



## ► Actionable Outcomes

Validated key performers instead of unrealised potential and diluted margins



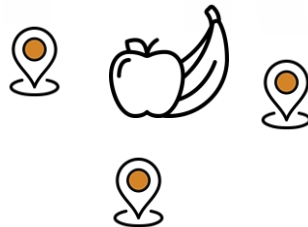
## ► Data Silos vs. Transparency

Centralised monitoring of all transaction data instead of tedious searches in distributed systems



## ► Intelligent Promotion Planning

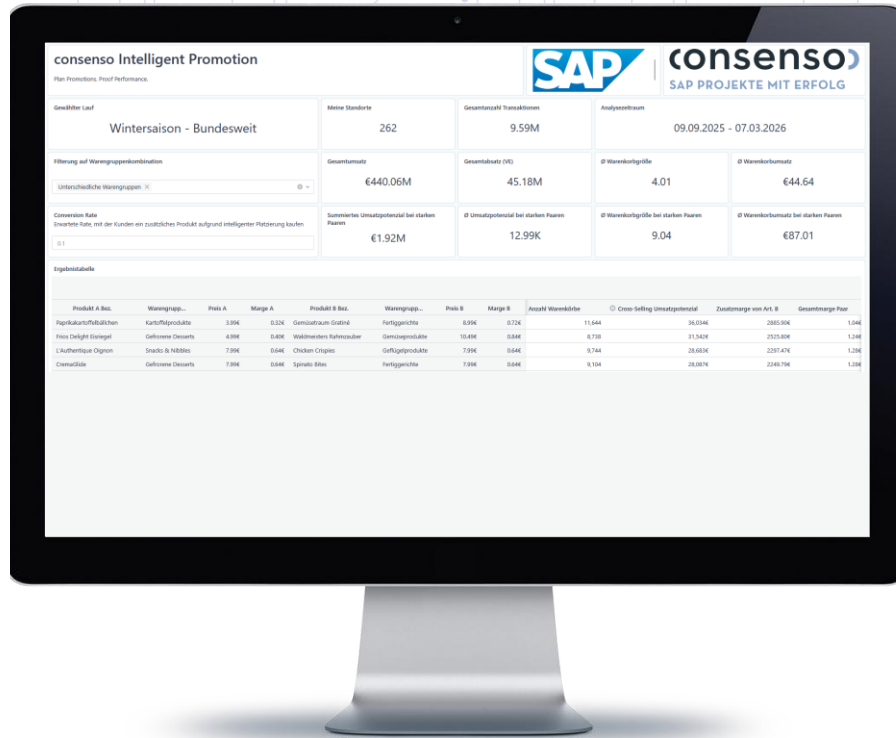
Multidimensional views: Performance comparisons across products, locations and time periods



# One Dashboard. Zero Complexity.

## *consenso's USPs for maximum agility*

- **Real-time insights instead of Excel chaos**  
Results available with one click – without manual BI refinement or error-prone tables
- **Sector-independent ready-to-run**  
Ready for immediate use for retail & wholesale – from fashion through food to agriculture
- **Flexible cloud architecture**  
Seamless integration via SAP BTP or directly in Databricks (open for hybrid IT landscapes)
- **High-speed processing**  
Initial run for the entire product range in approx. 2 minutes – speed as a competitive advantage
- **Enterprise scalability**  
Fully mass data-capable for maximum performance with millions of transactions
- **AI-driven intelligence**  
Automated pattern recognition and scalable rule sets



# Data AI for Retail & Online Shops



## **Sales Data Overview**

Provides a comprehensive overview of sales



## **Association Analysis**

Identifies product correlations



## **Bundle Analysis**

Analyses product bundles for strategic promotion decisions



## **Logistics Management**

Optimises the product availability of product pairs



## **Store Placement Design**

Improves the customer experience and purchase decision through strategic placement



## **Promotion Planning**

Enables effective advertising and promotion strategies for optimised sales figures

## **AI-supported from gut feeling to data evidence.**

Some product associations are obvious – many others remain hidden in the data fog.

## **Our solution enables both.**

We validate the obvious and uncover highly complex patterns – efficiently, in a structured and scalable manner.

**COMING SOON...**



# Thank you for your attention!

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