

# CriticalRiver Boosts FMCG Retail with NBA Predictions and Cross-Selling



## The Customer

A leading FMCG retail company with a strong presence across the US.

## The Challenge

- To predict the Next Best Action (NBA) of shoppers efficiently and accurately.
- To devise a recommendation engine that facilitates both cross-sale and up-sale strategies.
- Ensuring the digital display captures maximum attention from shoppers, considering the diverse grid patterns including small grids and 3x4 (12) small grids.

## The Solution

- Developed a sophisticated algorithm that, based on the shopper's product interest, predicts their NBA.
- Engineered a recommendation system that suggests products for up-sale and cross-sale, leveraging the NBA prediction outcome.
- Implemented a unique display prediction algorithm that determines the optimal arrangement of up-sale and cross-sale products on the digital screen. This algorithm specifically manages the complexities of various grid patterns to ensure maximum shopper engagement.

## The Results

- Currently under observation in one of the US's largest shopping mall chains, boasting around 1600 stores nationwide.
- Anticipated significant growth in the top-line due to enhanced shopper engagement and intelligent product recommendations.

## Solution Components

NBA Prediction Algorithm,  
Recommendation Engine, Display  
Prediction Algorithm