



CASE STUDY

AI Cannabis

Overview

They say **“Luck is what happens when preparation meets opportunity”**

If your customer walks into your store but you do not have the product they need, you've lost your opportunity because you are not prepared.



Background

Our client runs a cannabis retail business. The assortment of products is diverse, and so are the individual tastes of customers.

IF THE PRODUCTS THEY LIKE ARE OUT OF STOCK, THE CUSTOMERS COULD

LEAVE THE SHOP

BUY A PRODUCT THEY POTENTIALLY WOULD NOT LIKE

WHAT IF WE UTILIZE AI TO PREDICT DEMAND?

Challenges

01

LARGE ARRAY OF PRODUCTS

02

PRODUCTS SELLING OUT QUICKLY

03

NEW PRODUCTS APPEARING OFTEN

04

INDIVIDUAL PREFERENCES ARE SOPHISTICATED

Solution / Approach

BUILD A SERVICE THAT INGESTS DATA ABOUT USERS AND THEIR EXPERIENCE

INCORPORATE FEEDBACK ABOUT THE PRODUCTS TRIED BY THE CUSTOMERS

COMBINE WITH POPULARITY DATA AND OTHER DATA SOURCES

BUILD AN AI ENGINE TO MATCH PRODUCTS AND PREFERENCES

SUPPORT SIMILAR PRODUCTS

VISUALIZE THE REPORTS

Customer's Individuality

Product Details (THC level, strain, flavor etc)

Current Inventory

Popularity Data

Other Data Sources

Similar Products

ARTIFICIAL INTELLIGENCE ENGINE

Cloud-based data storage and analysis + visualization (dashboard, trends, specific recommendations)

Recommendations to Sales Reps

Recommendations to Business Owners

Recommendations to Customers

Recommendations to Marketing

Other Insights

Workflow

01

We built the service and tested it on a small set of products and customers

02

After achieving good results we scaled it up to many products, many options, and many customers

03

Then we had to optimize the operations so that ai running costs do not become too high

04

Once the system proved to be sufficiently reliable, we connected it to the client's digital infrastructure

Technologies



TYPESCRIPT



PYTORCH



NODE.JS + REACT



TENSORFLOW



3RD PARTY LLM

Team Size

BUSINESS ANALYST / DATA ANALYST

ARCHITECT

TECH LEAD

AI SPECIALIST

BACK END DEVELOPERS

FRONT END DEVELOPER

QA ENGINEER

DEVOPS

PROJECT MANAGER

Outcomes

+24% Customer satisfaction

-18% Cases of customers leaving with no purchase

Contact Information

TO COORDINATE NEXT STEPS PLEASE CONTACT:

MAIL

CONTACT@ZFORT.COM

PHONE

+1 202 9602900

LINKEDIN

ZFORT-GROUP