

NAKSON AI INSIGHTS PLATFORM

Transforming teams with AI-powered on-demand insights

Problems faced by the team

Disconnected tools and fragmented data lead to slow decision-making and limited optimization opportunities.



Siloed Information

Data is scattered across tools like CRMs, Contact centers, and agency reports



Manual Effort

Teams spend 10–15 days manually gathering and analyzing data



Delayed Decision Making

Teams and CXOs struggle to make timely adjustments to strategy leading to delayed decision making



Cost of Ineffective Campaigns

Delayed insights result in wasted spending and missed opportunities to promote strategies that maximize ROI and drive better results

A unified, AI-powered platform can eliminate these inefficiencies

Our Solution : Insights Platform

Connect Your Data



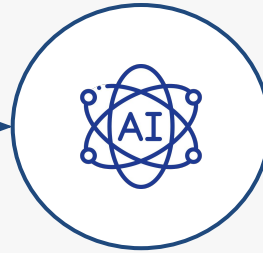
Connect your documents, folders, CRMs, Contact center data all in one place

Ask in Contextual Language



Ask questions in contextual language and get an instant response

AI-Powered Analysis



Analyze data in real-time and get actionable recommendations

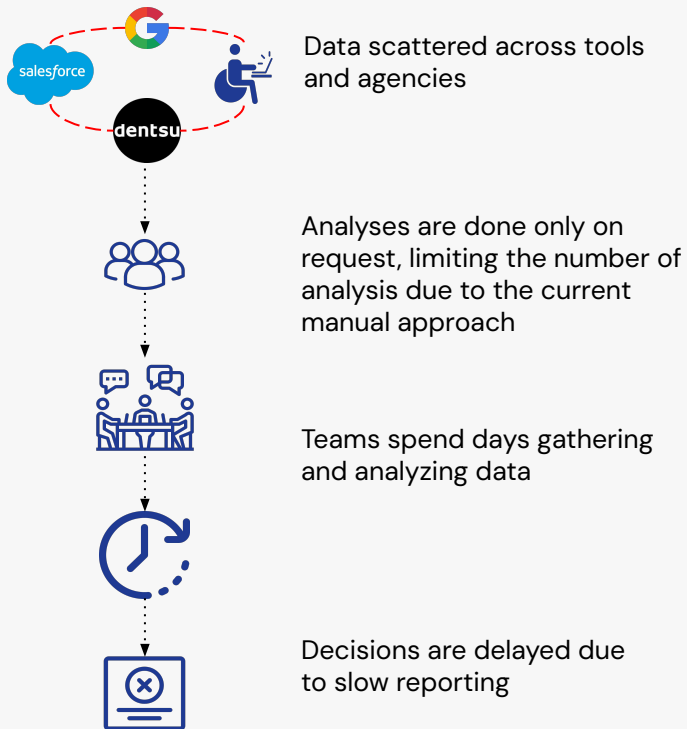
Make Smarter Decisions



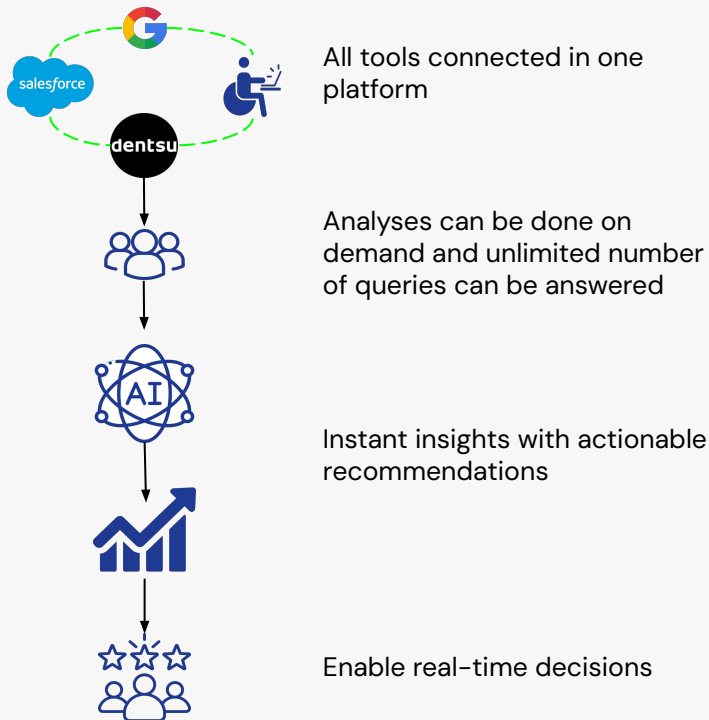
Empower teams and CXOs to act quickly and effectively

How It Works: A Day in the Life of Your Marketing Team

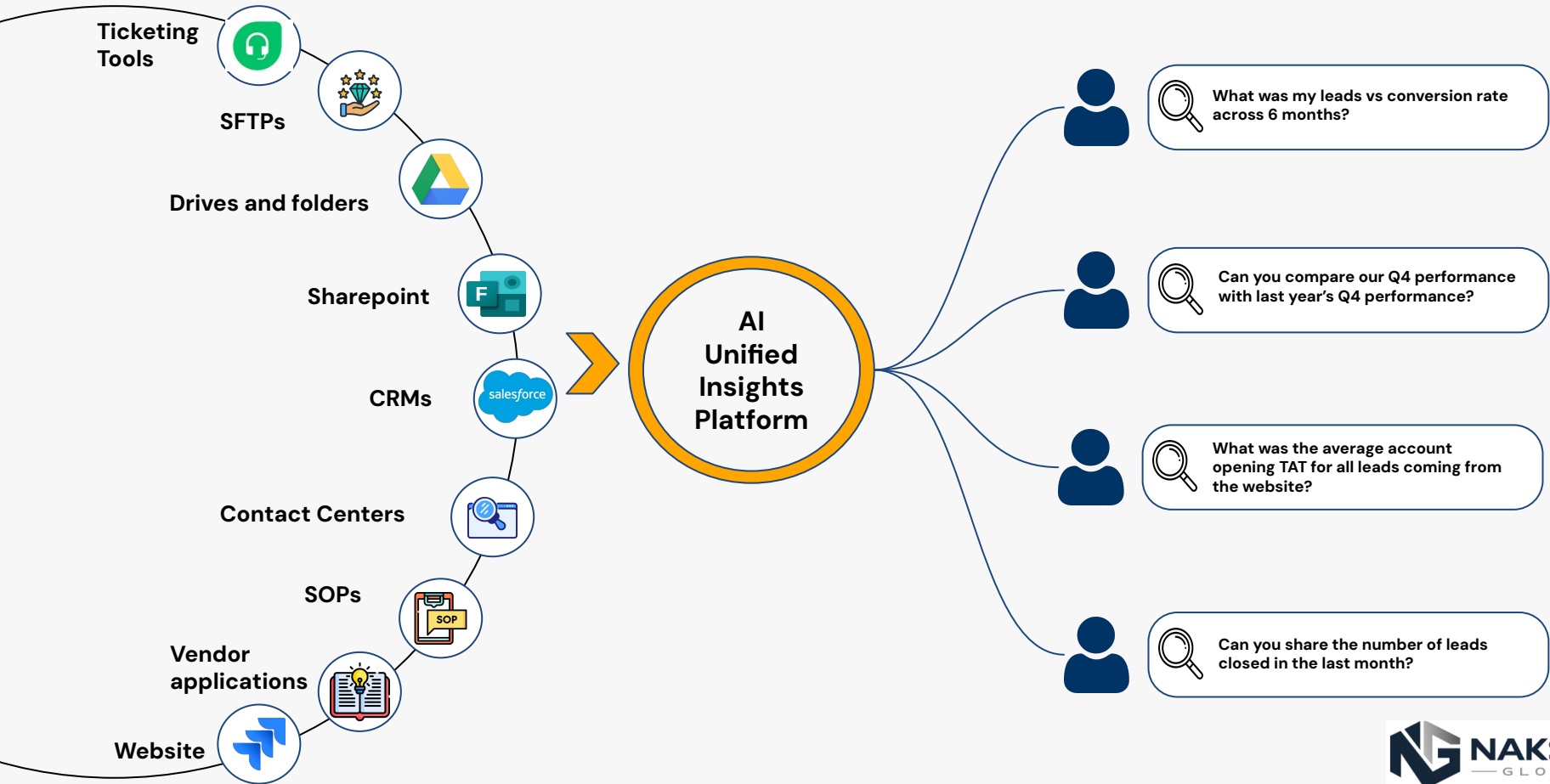
Before: Fragmented Workflow



After: Streamlined Insights



Empowering Insights for Smarter Decisions



Use Cases

Sales Insights



Primary & Secondary Sales Analysis

Compare sell-in vs sell-out to identify demand gaps, overstocking, and market leakage



Demand vs Fulfilment Tracking

Spot missed demand, delayed fulfilment, and supply constraints by region or SKU



Travel Time Optimization

Optimize sales routes using travel time, call productivity, and coverage efficiency



Customer & Channel Coverage Analysis

Identify white spaces, over-served accounts, and under-penetrated channels



Pricing & Margin Analysis

Analyze price realization, discount leakage, and margin erosion across customers



Consumer Consumption Patterns

Understand buying frequency, basket mix, seasonality, and repeat behavior

Sales Enablement



On-Demand Product Insights

Ask questions like “Why is this SKU underperforming in Pune?” and get instant answers



Competitive Analysis

Compare pricing, promotions, availability, and share vs competitors



Data-Driven Product Recommendations

Suggest the right product based on customer profile, history, and peer behavior



Value-Based Selling

Arm reps with quantified value stories (ROI, cost savings, performance benchmarks)



Trusted External Intelligence

Enrich insights using market reports, industry data, and public benchmarks

Smarter conversations | Higher win rates | Faster deal closure

Anomaly & Pattern Detection



Outliers & Edge Case Detection

Spot sudden drops, spikes, or abnormal behavior in sales, pricing, or coverage



What-If Scenario Analysis

Simulate pricing changes, channel expansion, or demand shifts before acting



Churn Risk Identification

Flag customers showing early warning signals of churn or reduced engagement



Under-Performance Detection

Identify low-performing:

1. Customers
2. Channels
3. Sales Reps
4. Products/SKU



Early Opportunity Signals

Detect fast-growing micro-markets and emerging demand clusters

Intelligent Dashboarding & Collaboration



Custom Chart Creation

Build charts using natural language or drag-and-drop — no BI expertise needed



Deep Drill-Down Analysis

Move from company → region → customer → SKU in seconds



AI-Generated Presentations

Auto-create executive-ready decks with insights, charts, and narratives



Scenario-Based Storytelling

Present “what changed, why it changed, and what to do next”



Collaboration Boards

Teams can comment, annotate, assign actions, and track decisions—directly on insights

Outcomes

Leadership & CXOs



Real-time visibility into growth trajectories, emerging risks, and strategic opportunities with intelligent early warning alerts that replace reactive post-facto reporting.

Sales Managers & Field Teams



Granular account and region-level guidance with AI-powered next-best-action recommendations and real-time insights.

Marketing & Growth Teams



Comprehensive campaign, channel, and content performance insights with sophisticated cross-platform comparison and trend analysis capabilities.

Analysts & Business Users



Intuitive self-serve dashboards with intelligent exploration capabilities, featuring explainable analytics with transparent formulas and complete logic transparency.

