

Kai Analytics



KAI Analytics is Kleene.ai's AI-powered intelligence layer, built directly into the platform. It turns your connected data into a suite of predictive models that surface the trends, risks, and opportunities driving your business, automatically and in real time. Every model is purpose-built for commercial impact, with a live orchestration layer that measures the cumulative value each model delivers to your bottom line.



Segmentation

Automated clustering solution that groups consumers into value based & behavioral segments. Dynamic solution as individuals move from one segment to another over time.



Media Mix Modeling

Models individual and collective contribution of media investment to sales and isolates the effect of media relating to underlying base sales. Provides the ability to optimize media spend, flighting, media mix and laydown.



Digital Attribution

Models and optimizes each digital touchpoint on the chosen optimization goal (eg site visit or conversion by value).



Forecasting

Dynamic model that projects a range of financial metrics over time which adjusts as new data becomes available. Handles external effects such as seasonality and major retail events.



Inventory Management

Optimizes stock level at the individual SKU level according to demand, includes a range of supply chain variables like discounting, and supplier holidays.



Price Elasticity

Models the relationship between price and price sensitivity on sales and includes a scenario testing ability for granular price testing.



Creative Diagnostics

Provides analysis of which creative features are driving engagement. Integrates with attribution and media optimization models.



Orchestration Layer

Monitors all active models in real time, combining outputs across models. Produces a dynamic measure of total cost savings and incremental revenue generated across your analytics investment.