



DATA & DATA
The intelligence of luxury

TAKE CONTROL OF ONLINE
DISTRIBUTION
AND GROW SALES

WITH EXCLUSIVE DATA AND AI-BACKED SOLUTIONS

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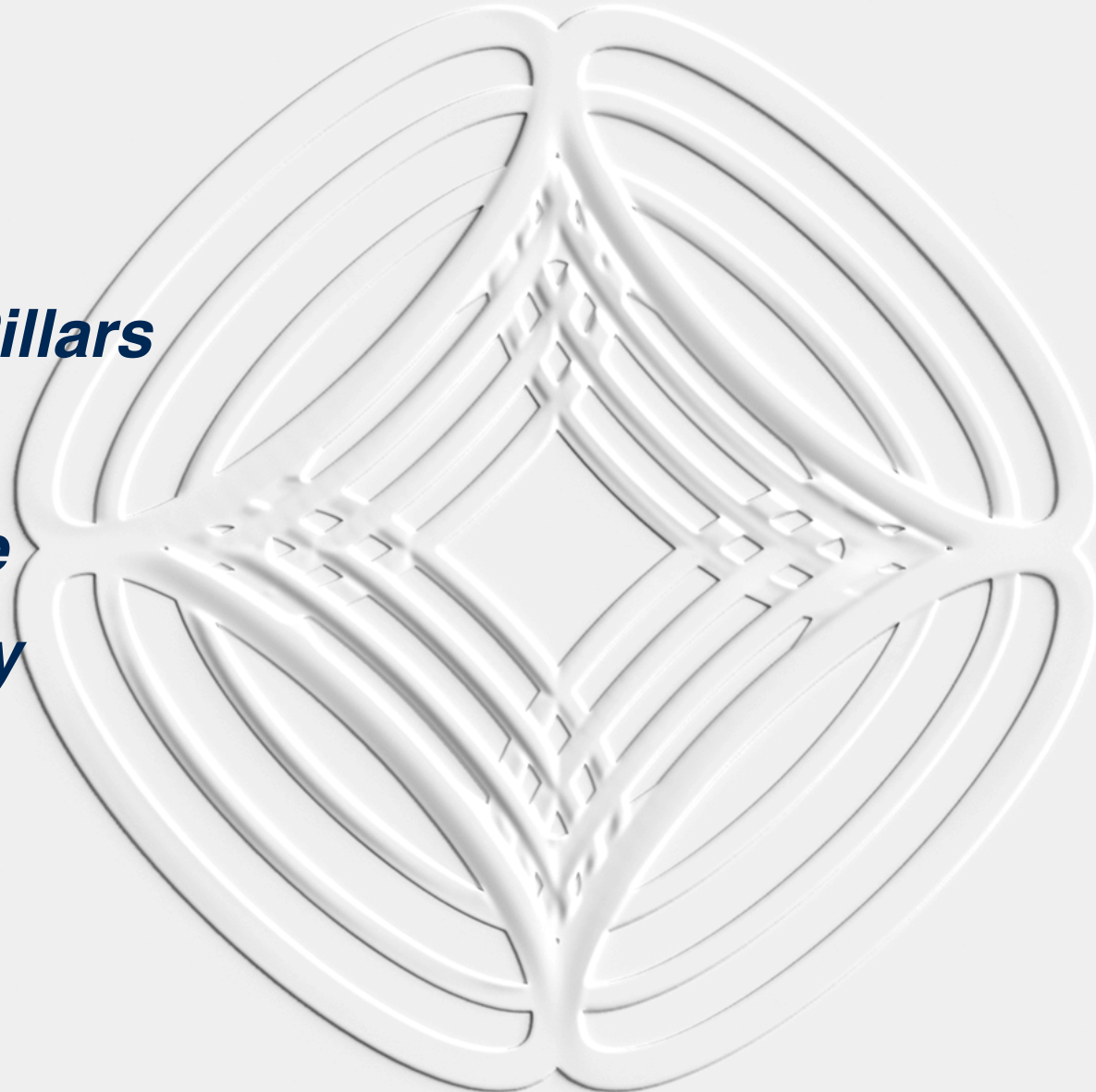
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ABOUT US

OFFER

'Exclusive data' and AI-backed Solutions by monitoring global online market

CLIENTS

High-end brands (watches, leather goods, perfumes, accessories)

FOUNDER

Zouheir Guedri, previous 15+ years experience in Consulting at PwC and E&Y

TEAM

15+ Data scientists and analysts based in Paris, Bangalore, and New York

OUR TWO PRINCIPAL PILLARS

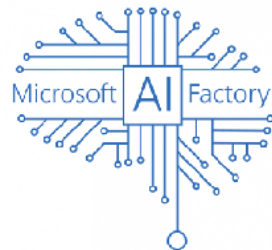
Technology

40M+ offers monitored monthly across

30K+ global marketplaces and websites

Big Data and Artificial Intelligence models:
Image Recognition, NLP, Text Processing..

Data Visualisation and **Data Analytics** tools to
structure complex data into understandable
reports



OUR SOLUTIONS: GREY MARKET MONITORING

1.

Finding your new, genuine products increasingly on unauthorised online marketplaces and websites?

Understand the extent of grey market exposure in respect with your top competitors, identify grey market feeders, and devise effective counter strategies to curb the parallel distribution.

OUR SOLUTIONS: PRE-OWNED MARKET MONITORING

2.

Are you fully exploring the opportunities that the fast-growing world of luxury resale has to offer?

Capture a global overview of the online pre-owned market. Identify trends impacting the positioning, pricing, and partnership strategies in order to unlock hidden areas of opportunity.

OUR SOLUTIONS: COMPETITIVE INTELLIGENCE

3.

Amidst the heavy competition, do you stand in a favourable position?

Is your product catalogue receiving the desired online visibility by wholesalers?

Determine your competitors' standing and moves.
Gain a clear picture of your brand's online visibility to help you climb the competitive ladder.

AI TO PROVIDE INTUITIVE DASHBOARDS WITH ACTIONABLE INSIGHTS

Enabling Sales, Marketing, Finance, Operations, Innovation departments to make timely strategies



HOW WE DO IT? - TECHNOLOGY IN OUR CORE

1 Gathering qualitative and quantitative data from 30,000 + global online market

Marketplaces, E-commerce Websites
of official and unofficial sellers

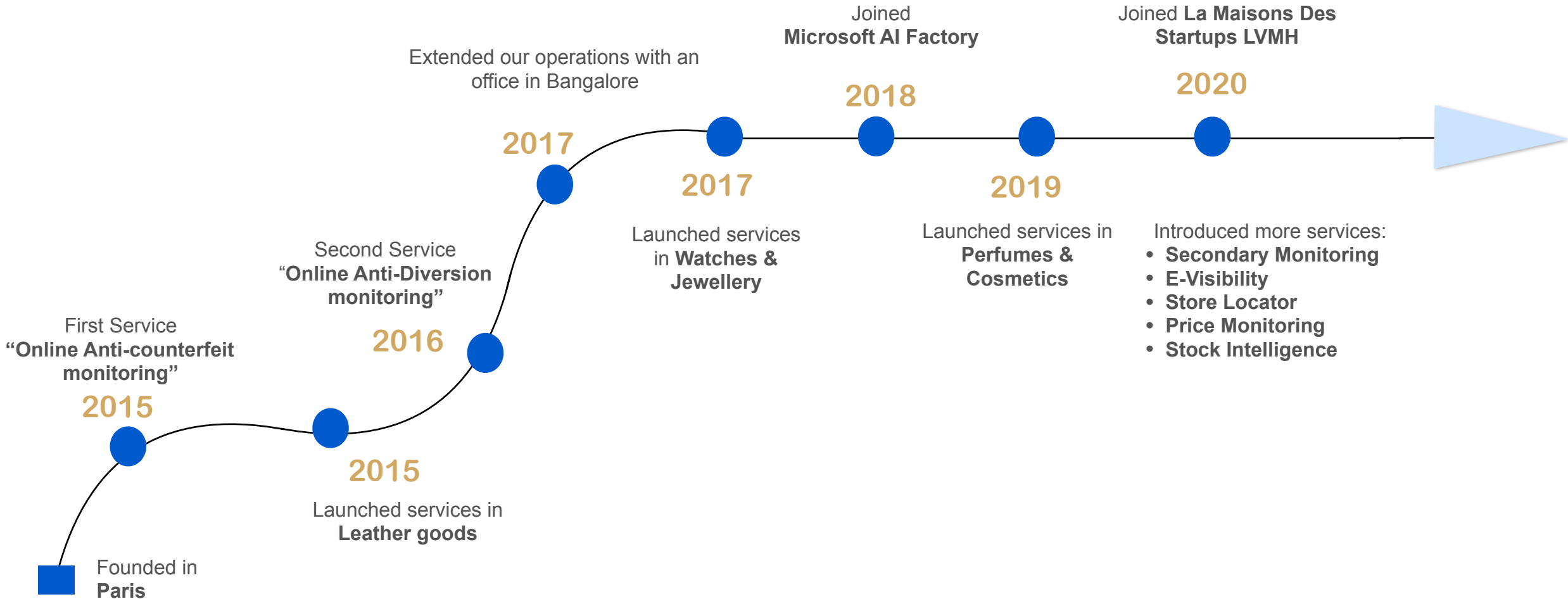
2 Leveraging AI abilities for structuring that data and turning into insights



3 Reporting, Data Visualisation using Microsoft Power BI



GRATIFIED TO HAVE COME THIS FAR; SUREFOOTED TO SET FURTHER MILESTONES



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