fractal

Competitive Intelligence Suite

Harness the power of data analytics to transform competitive insights into strategic actions. Our solution empowers retailers to optimize pricing and merchandising with precision, driving profitability and market growth.

22 years in Advanced AI/ Analytics

4000+ data scientists, designers, data engineers

120+ Fortune 500 clients across 100+ countries

Accelerated Proof of Concept delivered in 4 weeks

Key Components

Web Crawling Precision

Customize our web crawling to your needs. Track millions of SKUs with zip code-level detail and decide the update frequency that fits your operation.

Accurate Product Matching

With configurable rules, text parsing, and human verification, we ensure precise matching for even private labels.

Real-Time Pricing Intelligence

Secure your market position with insights into pricing trends. Make informed decisions to maximize revenue and sharpen your competitive edge.

Advanced Assortment Intelligence

Stay competitive with insights into assortment gaps and trends. Optimize your offerings to meet demand and minimize stockouts.

Why Fractal

Robust Product Matching
Platform combines text & image recognition with deep learning & retail heuristics for unmatched product matching accuracy.

Tailored Customizability
With configurable matching rules and human-in-loop verification, our insights are precise and tailored to your unique needs.

In-depth Domain Expertise
Benefit from our deep retail industry knowledge to enrich your data-driven insights and strategic decisions.

Scalable Speed
Designed for enterprise scale, our platform handles vast product ranges and competitor monitoring, ready to launch in 4-6 weeks for rapid insight access

Use Case Overview

93% product matching accuracy for a leading retailer within 6 weeks

Objective
Implement targeted pricing strategies across Toys, Appliances, and Video Games, with daily competitor SKU matching.

Challenge
Managing 50K products and creating complex rules for exact and similar matches, especially for exclusive items

Our Solution
Customized product matching & daily automated pricing intelligence, achieving over 93% accuracy in appliances.

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Enable Better Decisions With Fractal

At Fractal, we work towards building resilient retail organizations by powering every human decision in the enterprise and combining A.I., engineering, and design to help the world's most admired Fortune 500® companies.

Fractal has more than 4000 employees across 16 global locations, including the United States, Canada, the U.K., Ukraine, India, Singapore, and Australia. Fractal has been recognized as a leader in Customer Analytics Service Providers Wave™ 2021 by Forrester for the 3rd consecutive year, as well as a leader in Analytics & A.I. Services Specialists Peak Matrix in 2021 & 2022 by Everest Group, as well. Fractal has consistently been rated as India's best company to work for by The Great Place to Work® Institute.

Fractal brings industry experts and technical expertise together - to understand the problems retailers face and has built accelerators to create a quicker path to value. Our accelerators include Customer Genomics - an AI-powered Customer Intelligence platform; Trial Run - Data-driven, cloud-based experimentation platform; Asper.ai – A purpose-built A.I. platform to unlock revenue growth and enable interconnected decisions; Senseforth.ai - A conversational A.I. Platform; I.V.A. - Image & video analytics, among others.

For more information, visit fractal.ai/retail

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