

Our AI is only as good as what we feed it. Today that is sales data.

Our models know what sold, not why. Buyer reasons, product claims and AI recommendations are missing. ConsensysONE gives our tools clean, structured category truth to build on.

WHERE WE STAND

0

models using buyer reasons

4

internal AI tools in pilot

60%

of analyst time spent cleaning data

3

teams asking for the same data

FORECAST ACCURACY • NEXT QUARTER

With buyer signals

84%

Sales data only

71%

Last year

66%

Back-test on 2 categories, 3 markets.

WHY • THREE LAYERS OF EVIDENCE

Human Intelligence • leads

Structured buyer reasons, needs and sentiment by product.

Product Intelligence

Clean product, claim and price data across the category.

Machine Intelligence

What AI assistants recommend — a live view of the outside model.

WHAT BUYERS SAY

"Ask our internal assistant why we lost share and it can only tell you that we did."

Feedback from the brand team on the pilot tool

DATA COVERAGE • OUR MODELS

Sales and price

92%

Product attributes

48%

Buyer reasons

0%

AI recommendations

0%

READINESS CHECK

Single source of category truth

No

Data refreshed weekly

Partial

Used by internal AI

1 / 4 tools

Shared across teams

No

Adding buyer reasons lifts forecast accuracy by 13 points in back-tests.

THREE MOVES

01 Connect the feeds

Buyer, product and AI data into our stack.

02 Power internal AI

Answers that explain why.

03 One source for all teams

Stop duplicate requests.

What we do next, what we expect and how we measure it.

01

What we do next

ACTION	WHEN	LAYER
Data feed set-up into our platform Weekly refresh · Data lead	Days 1-21	PRODUCT
Buyer reason layer for 2 categories Structured signals · Analytics	Days 14-35	HUMAN
Internal assistant add category truth Pilot tool · AI team	Days 21-49	MACHINE
Forecast test with buyer signals Live quarter · Analytics	Days 30-90	HUMAN
Team access one shared view Brand, eCom, Insights · Data	Days 45-75	PRODUCT

02

What we expect · 90 days

71% → 84%

forecast accuracy

-40%

analyst time cleaning data

4 / 4

AI tools using category truth

1

shared source for all teams

03

How we measure it

Forecast accuracy

Next-quarter, by category

QUARTERLY

Data freshness

Weekly feed health

WEEKLY

Tool usage

Internal assistant queries

MONTHLY

Analyst time

Cleaning vs analysis

MONTHLY

Board readout

Before / after

DAY 90

Baseline locked day 1. Current models, tools and analyst time logs.

THE TEAM GETS

Win plan

Use-case priorities

Content bank

Clean data feeds

Action decks

Model readouts

Buyer personas

Buyer models to build on

The ask: approve connecting ConsensysONE feeds to our data platform and internal AI pilot.

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