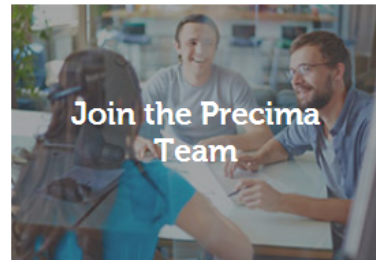
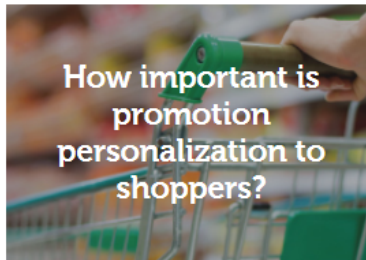


We're a global retail strategy and analytics company that provides tailored, data-driven solutions to drive sales, boost profitability and build customer loyalty. Leveraging deep analytics expertise, we turn customer insights into transformative solutions across all facets of planning and operations from assortment optimization, pricing optimization, promotional planning, targeted marketing, and supplier collaboration.



Our Solutions



Our team of experts help retailers analyze their shopper data to find better ways to build loyalty, increase sales and boost profits. At Precima, we understand that one size doesn't fit all. That's why we tailor our capabilities to offer dynamic solutions that include:

- Assortment Optimization
- Price Optimization
- Promotion Optimization
- Targeted Marketing
- Supplier Collaboration