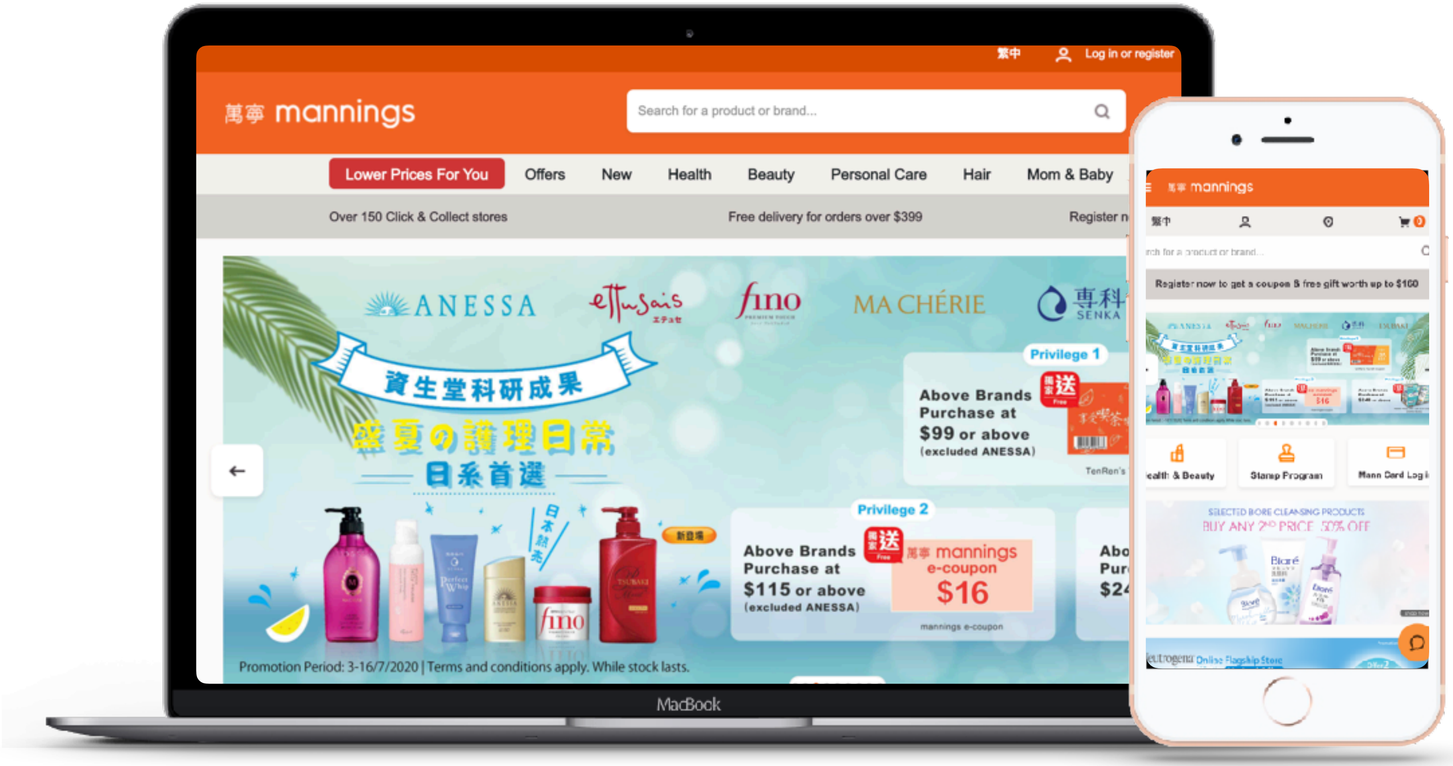
萬寧 mannings

Introducing...

Mannings X

first all-in-one predictive platform



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How to make descriptive data to predictive?

anticipate buyers' preferences...before they even know it

We have built Mannings X

analytics dashboard for product team, consumer-facing app for buyers

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Backend: “The Mannings Analytics”

Calculates a rising-popularity *score,* creates *demand-driven* product planning

public data points

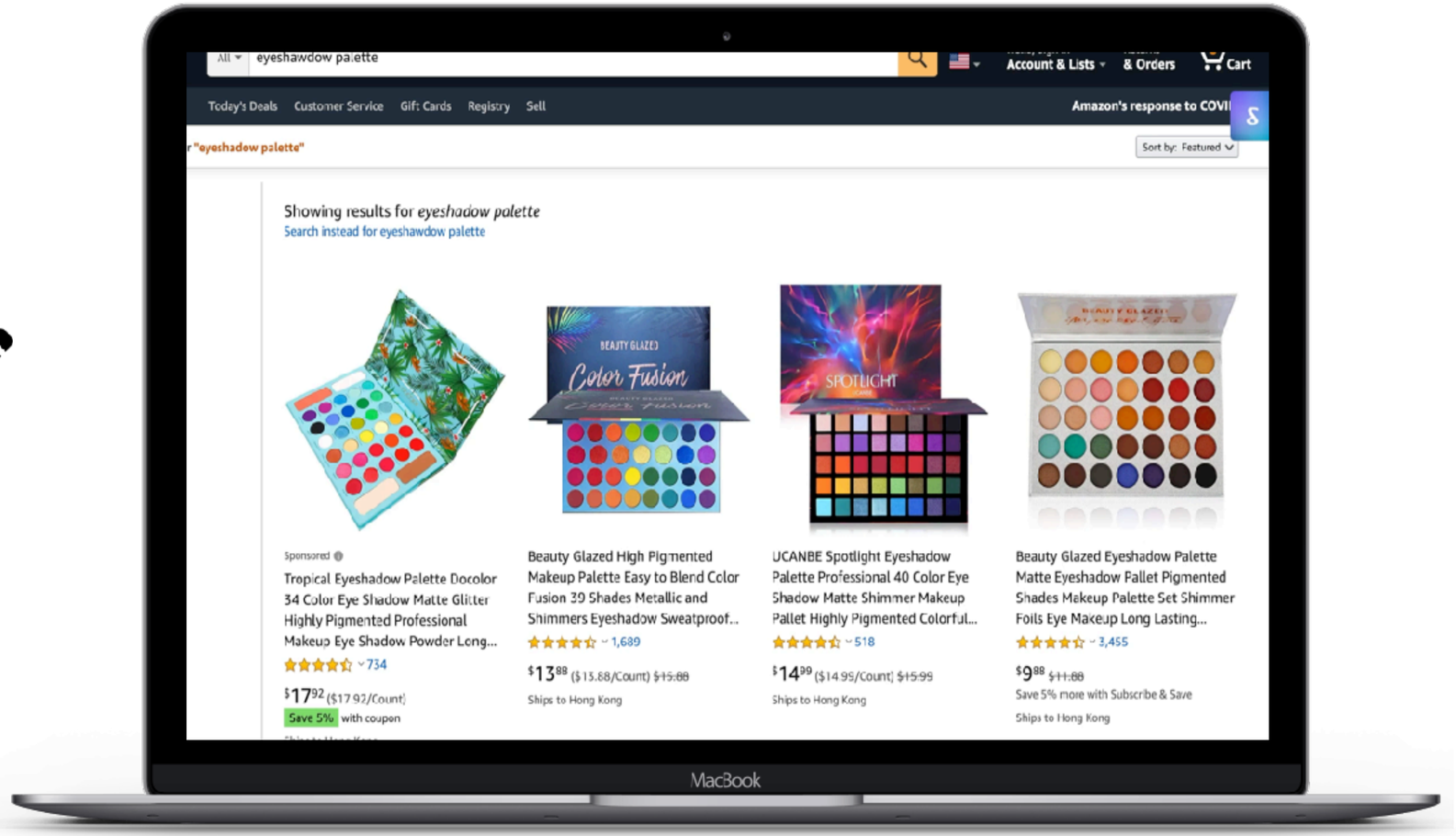
ratings *comments*

our innovation

architecture (with Azure API) *score*

product insights

sentiments *popularity*



score = *2.63 * 70% * ratings + 30% * comments*

Frontend: “The Mannings Companion”

A mobile *health & beauty* app that integrates with Mannings Formula & *online* store

private data points

social login

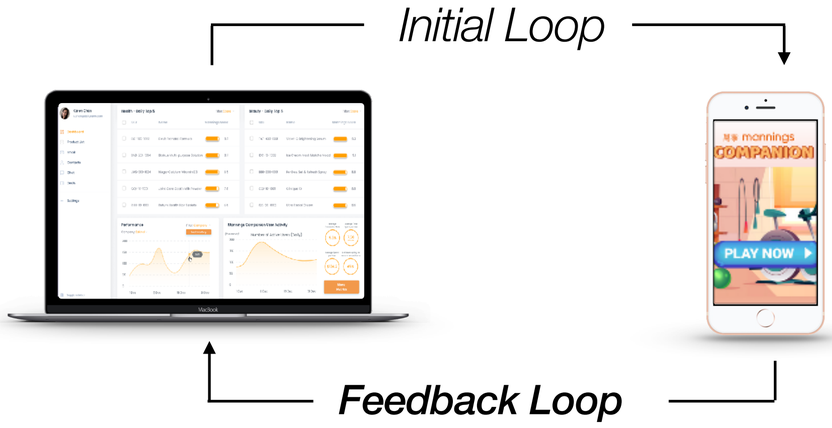
health data

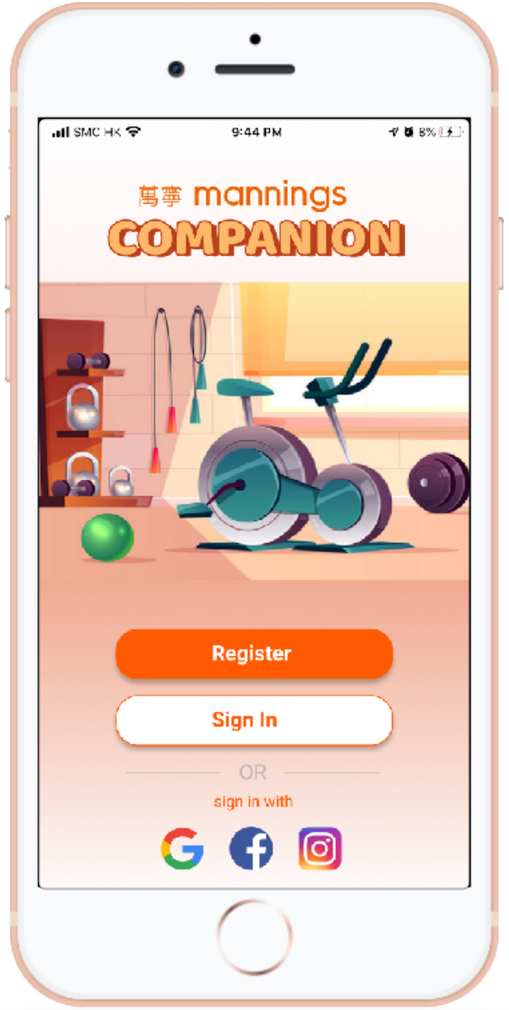
lock-in sales

conversions

discounts

data journey





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Our Feasible 5.6x Impact

We don't come here to play, we come to hack

feasibility

3 months, development → *5 months, go-to-market*

implementation

business model

sales from recommendation	***increased engagement***	***app dev + hosting cost***	***return on investment***
HKD $15.4 million, p.a.	*+23.4%*	*HKD $2.3 million, p.a.*	*5.6x*

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thank you

Mannings X

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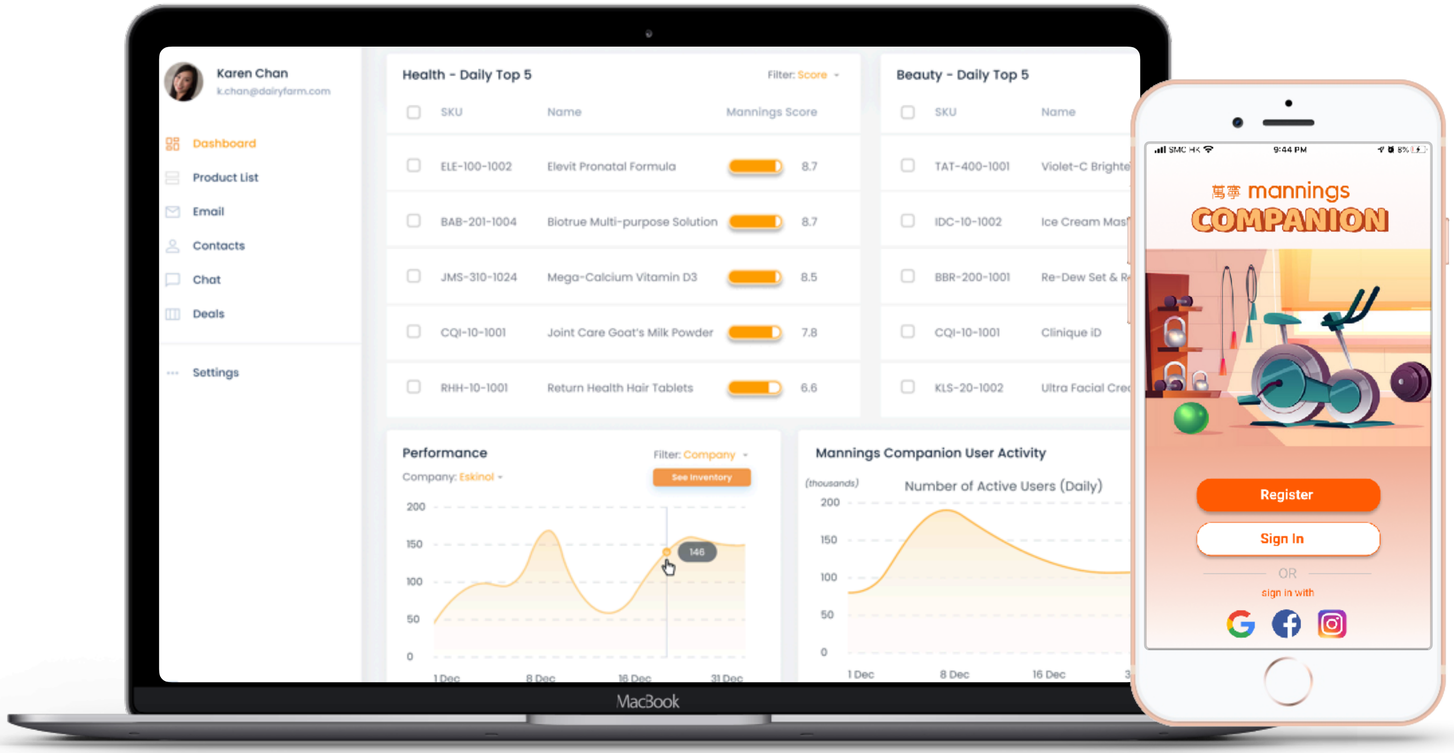

navigate our slides

1. Problem Statement
2. Dashboard Analytics
3. Consumer App
4. Feasibility + Business Model

ask our tech experts

1. “can I see the architecture”?
2. “can I see the code/algorithm”?
3. “can I see Azure in action”?

ask our buz experts

1. “what’s your financial forecast?”
2. “what’s your go-to-market plan?”
3. “which case studies did you use?”