



Business Overview

Chain of Demand is a data analytics platform powered by proprietary artificial intelligence co-developed with Carnegie Mellon University to turn data into insights and signals.

We provide revenue predictions that are **26% more accurate** than consensus estimates.

We have over **100 million data points** analyzed, reaching the apparel, cosmetics, accessories and footwear industries.

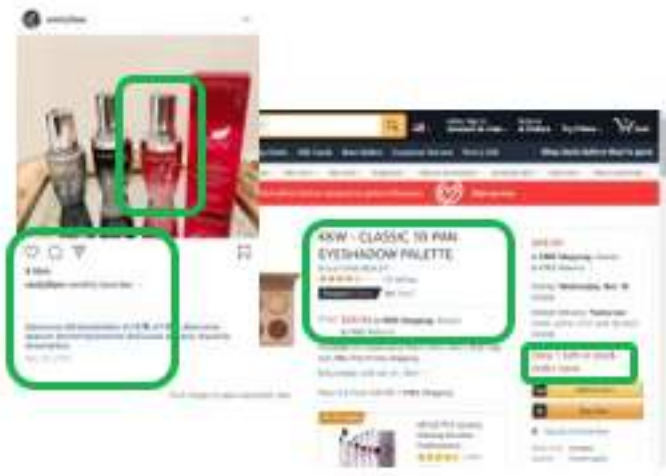
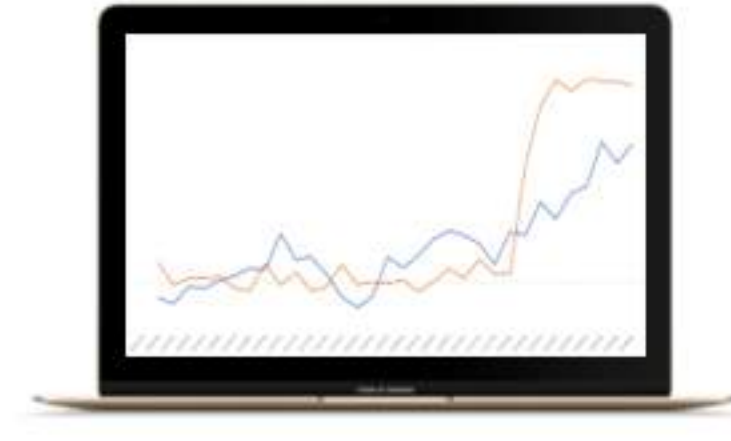


Image recognition and natural language processing are used to extract key data from millions of structured & unstructured sources



Machine learning is applied to clean data, comply with privacy laws, match products from multiple platforms, and tag products to stock tickers



Advanced statistical and data science methodologies are applied to identify

Data Sources

	TRACKED METRICS	CALCULATED INSIGHTS
 E-Commerce	SKU ID Shop name Sales date Product name Product description Product category Size Color Inventory Original price Selling price Units sold	Top selling products No. of products listed by category Markdowns Average selling price Product stock out % Average product rating Change in major categories Change in no. of products listed Change YoY, MoM, WoW
 Social Media	Account ID Post date Post title Post content Post URL Image URL No. of likes No. of comments No. of shares	Average likes per post Average comments per post Average shares per post Social media Real engagement score
 Web Traffic & Search	Brand search interest Keyword search interest Website ranking Web traffic volume	Change in website traffic Change in search interest Trending keywords Popularity by time Share of voice

Our Data Coverage

North America
 Amazon US, Ebay US, ULTA, Kohls, Target, Walmart, Macys, Bloomingdales, Farfetch, Net-A-Porter, Mr.Porter, Instagram, Facebook, Twitter, LinkedIn

Europe
 Zalando, My Theresa, Ebay UK, Mr Porter, Amazon UK, Net-A-Porter, Farfetch, End Clothing, LinkedIn

China
 TMall, Taobao, JD.com, Xiao Hong Shu, StockX, Poizon, Weibo, WeChat Moments

APAC
 Zalora, Ssense, LinkedIn



Our Services



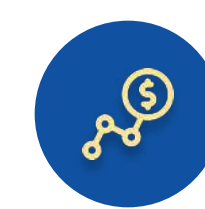
Insights

Key metrics to gain a deeper understanding about a company



Signals

Leading indicators of how company revenue can be tied to metrics



Revenue Predictions

Top line sales predictions for publicly listed companies

Our Team



AJ Mak
 Founder & CEO

10 years of experience in the retail industry covering supply chain, product development & digital transformation.

BSc Decision Science from Carnegie Mellon University.



Wendy Choi
 COO

10 years of experience in the retail industry. Specializes in strategy, customer engagement, inventory allocation and data analytics.

BBA Finance from Simon Fraser University.

Our Difference

We have a combination of Western and Chinese data and using our +20 years of retail experience, we are able to provide real-time insights, signals, revenue and earning predictions of publicly listed companies.

CONTACT

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