

ALWAYS-ON INTELLIGENCE

# WALMART CONSUMER INSIGHTS BOT

Walmart has partnered with Primer, the market leader in machine intelligence technologies, to develop an always-on Consumer Insights Bot.

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Machine learning models were trained to Walmart's specifications and designed to identify insights related to consumer buying behavior and market trends. Updated daily, the Consumer Insights Bot surfaces developing trends from 50,000 global news sources and enables internal teams to easily conduct research, predict future trends, and generate insights, so they can quickly respond to evolving market dynamics.

Consumer Insights helps teams:

### Discover Trends

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The bot parses thousands of blogs, news articles, and other public data sources in real time. It then extracts relevant data, such as brands, statistics, or products, to help you understand the key factors behind the developing trend.

### Automate Research

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New Consumer Insights are generated every day. The bot enables you to quickly summarize multiple insights on a particular demographic, category, or market and create a targeted view that blends multiple perspectives.

### Democratize Insights

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The bot is easily accessible via web interface, and the custom reporting allows the user to effortlessly share findings. The user-friendly format helps teams leverage the information more effectively.

Get started with **Consumer Insights Bot** today

**CONSUMER-INSIGHTS.PRIMER.AI**

Email [angela.berger@walmart.com](mailto:angela.berger@walmart.com) to access the complete bot, including insights, quotes, key numbers, and more.

