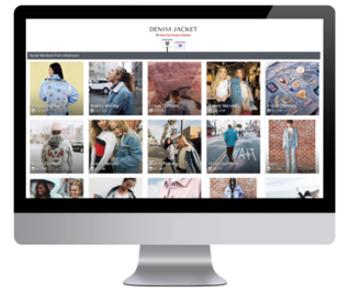




MEDIA KIT

Trendalytics is a product intelligence engine that decodes and enriches retail industry data to surface what consumers want today and tomorrow.



THE PROBLEM:

Digital information is today's currency and the ability to quickly analyze and make profitable decisions with it is what separates sales and satisfaction from returns and loss.

Trendalytics is a product intelligence engine that decodes and enriches retail industry data to surface what consumers want today and tomorrow. As your personal data scientist, Trendalytics' proprietary machine learning and image recognition technology superpowers clients with a 360° lens on consumer demand and market supply inflection points by classifying and translating data across social influencer buzz, online product searches, consumer shopping patterns, and SKU data into actionable merchandise insights. Our clients have increased sales, conversions, margins, and brand discoverability by incorporating Trendalytics insights into their workflows.



THE SOLUTION:
 The ability to anticipate
 your customer is priceless.

EMPOWERING *the* CREATIVE CLASS

Many analytics tools for brands and retailers are focused on specific functional efficiencies in marketing, ad performance or dynamic pricing. These tools are often targeted toward marketing and analytics teams. However, creatives drive the business and their decisions on what to make has a greater economic impact on the overall health of brand.

meet the TEAM

Trendalytics is a team of retail merchants, designers, engineers and data scientists that have built a fashion-centric big data platform specifically for creative organizations. We've developed enterprise software at Microsoft and IBM and exponentially grown fashion businesses. We have sat in the roles of our users across Marketing, Merchandising, Wholesale, Branding, and Strategy at Macy's, Saks Fifth Avenue, Bergdorfs, Versace, and Gap Inc.



KAREN MOON
CEO & Co-founder

15+ years of retail and technology experience. Ex- Goldman, Gap Inc and consumer private equity investor. Harvard MBA.



KEVIN HE
CTO & Co-founder

9+ years of BI software engineering. Part of the core team that incubated and scaled the Microsoft Dynamics ERP RapidStart Services.



ALLIE ROGERS
COO

Co-founder of Triple Point Technology (sold to Ion Investment Group). Serves on the Board of UPenn Engineering.

your own PERSONAL DATA SCIENTIST

Trendalytics helps marquee luxury brands, mass retailers, department stores and leading e-commerce sites understand the real-time pulse of consumer demand. Our clients collectively generate more than \$110B in revenue and include seven of the top apparel retailers on the Fortune 500.



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