



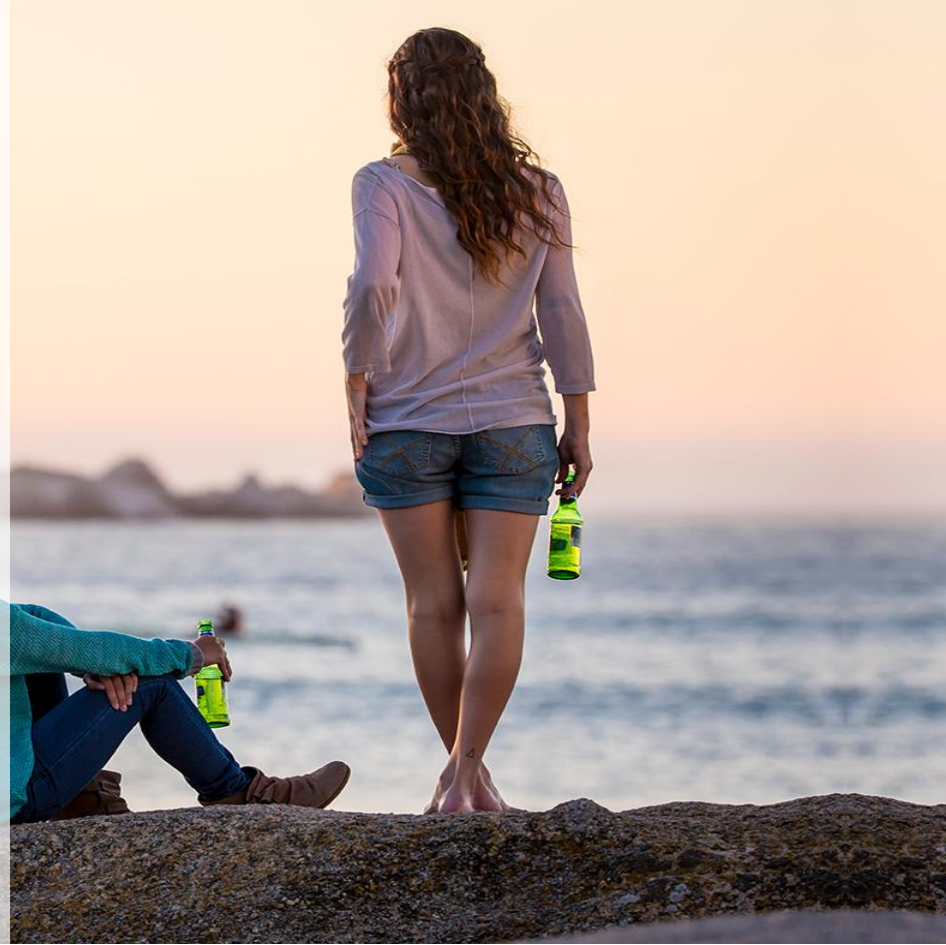
Customer Solution

Maven Wave integrated Google Maps, Places, and AB InBev market data to define customer segments and prioritize sales efforts using a variety of geospatial and machine learning techniques.

Analytics

Geospatial
Enrichment

Machine
Learning





- AB InBev located in Chicago, IL
- The customer wanted to improve sales by better segmenting customers and determining the appropriate portfolio of products to present to a given customer
- Built by Maven Wave
- The customer is expanding the scope of the original project to include other cities and is considering additional roll out.

