THE SPOTONIX KNOWLEDGE GRAPH

Spotonix

Three ideas under every answer. Shown on one real question.

```
Which stores are losing habitual buying customers?
```

1 ONTOLOGY

It knows what things mean.

Every business term is an element with a meaning and links, not just a formula.

```
Habitual buying customers
is a  customer segment
built from  buying this month
pattern  cumulative behaviour
```

2 CLASSIFICATION

It finds work by its shape, not its words.

It reuses what your team already built, even when the wording is different.

```
Asked for “YTD Returns”
finds  YTD Sales
same pattern  year to date
reuses it for Returns
```

3 ALGEBRA

It builds answers from parts that exist.

Every step is a named part you can check. You see the plan before it runs.

```
this month → buying
→ habitual customers → count
→ change vs last month
→ by store = the answer
```

AI brings the reasoning.

The Knowledge Graph brings your business knowledge.