Cannabusiness Solutions

Aletheia Research Institution helps cannabis businesses turn data into actionable insights, enhancing efficiency, market understanding, and decision-making. We support navigating regulations, identifying growth opportunities, and adapting to industry challenges with expertise in data analysis, AI, and strategic guidance.

Cannabis Retail Shops

For cannabis retailers, Aletheia delivers strategies to boost profitability and customer engagement. We analyze POS data to identify purchasing patterns, segment customer profiles, and optimize product offerings. By pinpointing which products and brands resonate with key demographics, we help shops attract repeat customers, maximize lifetime value, and achieve sustained growth.

Growers and Distributors

Aletheia helps growers and distributors streamline operations, improve supply chains, and align with market demand. We analyze production data to optimize yields, track metrics to reduce bottlenecks, and forecast demand to align inventory with retail needs. Our insights into regional preferences and market trends help suppliers improve margins, reduce waste, and strengthen partnerships.

Partner On Research

Aletheia collaborates with cannabis companies on academic research to explore consumer behavior, market trends, and industry impacts. These projects provide actionable insights while contributing to broader knowledge and can be used to influence public policy. Partnering with us positions your company as a thought leader and enhances your influence in the cannabis space.

Grow Your Understanding

Retail Segmentation Solutions

Factor Analysis:
Use statistical methods to identify emerging trends by uncovering similarities in customer profiles.

Age Group Segmentation:
Pinpoint behavioral changes across broad and narrow age ranges to identify key trends.

Loyalty Segmentation:
Analyze behavioral patterns to distinguish preferences among frequent and occasional customers.

Geodemographic Segmentation:
Assess areas with the most customers by age, income, proximity, product preferences, and categories.

Questions We Can Help You Answer with Data:

- How can I utilize data from multiple sources to make decisions?
- What product decisions and marketing decisions will make my shop more profitable?
- Can we identify customer segments from our POS data for marketing purposes?
- Which product categories are most popular by age group? By customer profile?
- Which brands are most popular by age group? By customer profile?
- What is the potential lifetime value of repeat customers?
- Do our best customers have common profile attributes?
- Which profiles spend the most money on average?
- On what products can we increase our margins?
- How far is our geographic reach (customer density)?
- What ZIP codes spend the most money at our shop?
- Which brands are most popular by geographic region?
- Which product categories are most popular by geographic region?
- How often do our repeat customers come in?
- What times and days of the week do our customers shop?