

Customer preference analysis and product recommendations

This workflow automatically analyzes customer purchase history and preferences to generate personalized product recommendations, improving sales conversion and customer satisfaction in cannabis dispensaries.

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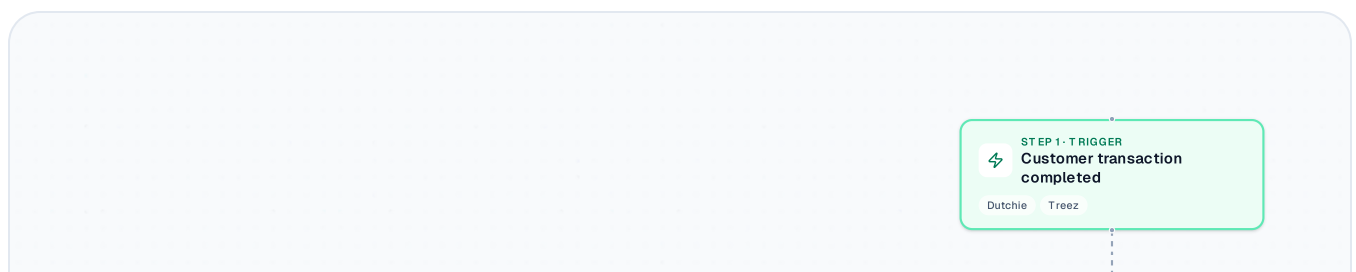


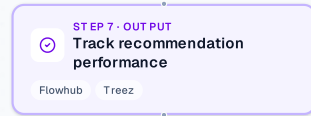
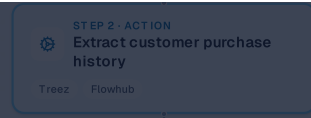
WORKFLOW TRIGGER

Customer makes a purchase or logs into dispensary loyalty program

Visual Flow

Each node represents an automated step. Connections show how data and decisions move through the workflow.





Step-by-Step Breakdown

Detailed explanation of each automated stage in the workflow.

1

⚡ TRIGGER

Customer transaction completed

Customer completes a purchase or logs into the dispensary's loyalty program through the POS system. This triggers the preference analysis workflow.

2

 ACTION

Extract customer purchase history

Retrieve complete purchase history including product categories, strains, potency levels, and purchase frequency from the POS database. Compile behavioral data for analysis.

Treez

Flowhub

3

 ACTION

Analyze preference patterns

Process purchase data to identify customer preferences for product types, THC/CBD ratios, consumption methods, and spending patterns. Generate customer preference profile.

Dutchie

4

 DECISION

Determine recommendation strategy

Evaluate if customer is a frequent buyer with established patterns or new customer with limited history. Route to appropriate recommendation engine based on data availability.

Treez

5

 ACTION

Generate product recommendations

Create personalized product suggestions based on preference analysis, current inventory levels, and similar customer behaviors. Prioritize in-stock items with good margins.

Flowhub

Dutchie

6

 ACTION

Deliver recommendations

Send personalized product recommendations via SMS, email, or display on customer's mobile app/loyalty portal. Include special offers and new arrivals matching preferences.

Dutchie

Treez

7

 OUTPUT

Track recommendation performance

Monitor customer engagement with recommendations and resulting purchases. Update preference profiles based on customer response and feedback.

Flowhub

Treez



Outputs

- Personalized product recommendation list

- Customer preference profile update

AI Business OS



Key Metrics

- Recommendation click-through rate
- Conversion rate from recommendations
- Average order value increase



Tools & Integrations

- Dutchie
- Treez
- Flowhub

AI Business OS

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