KUROCO's Initiatives to Boost SME Productivity with Data and AI

Kenta Saito, CEO of KUROCO

January 21, 2025
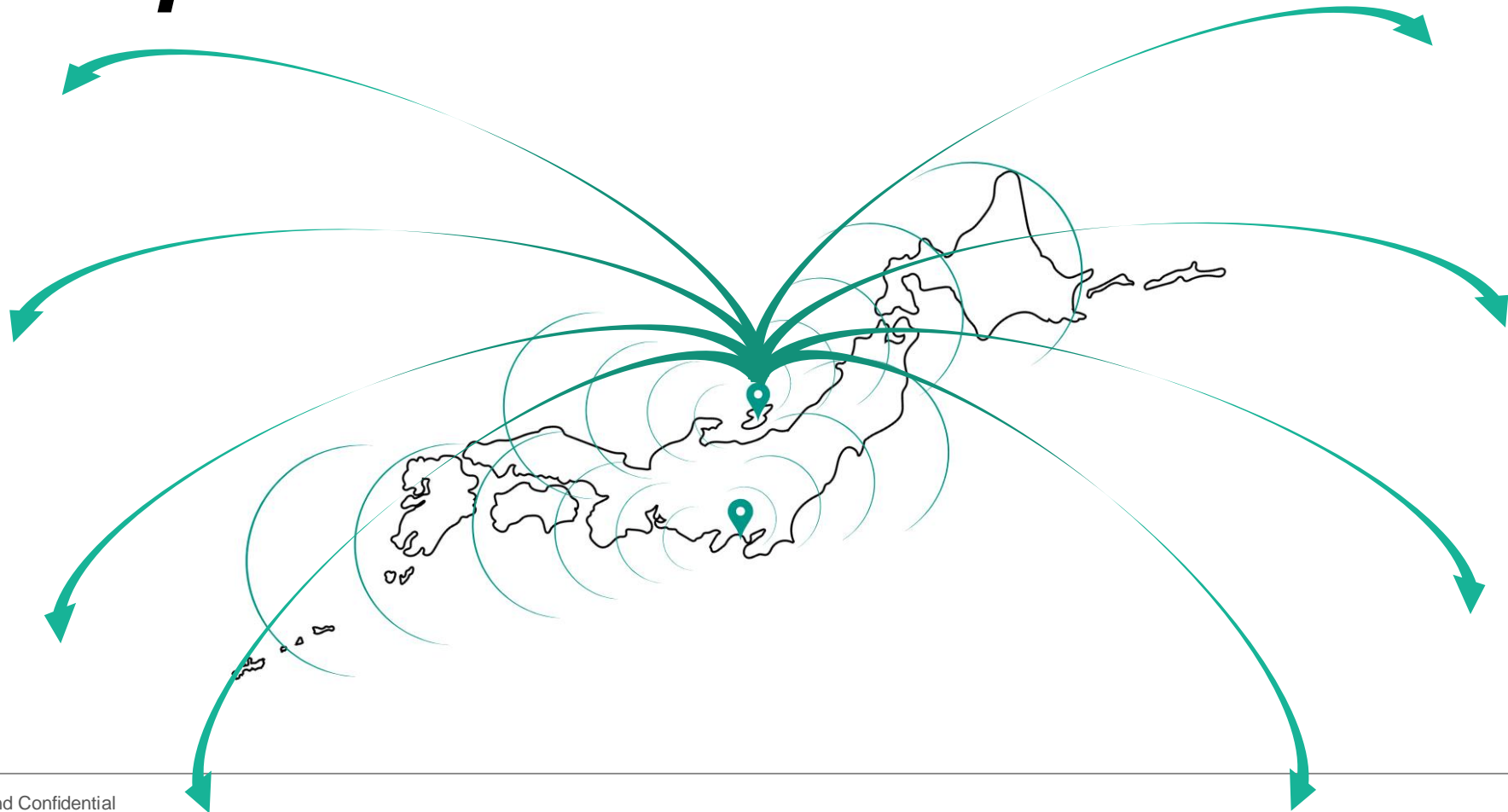
What is KUROCO

KUROCO = "The backbone of the operation" or "Behind-the-scenes hero"

Mission

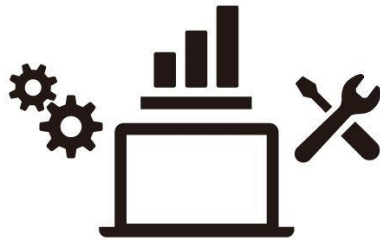## *Supporting Japan through KUROCO's data expertise behind the scenes*

KUROCO's Role

Connecting business and data to enhance productivity for small and medium-sized enterprises

Data analysis

Building data utilization infrastructure

Support for data-driven management and marketing

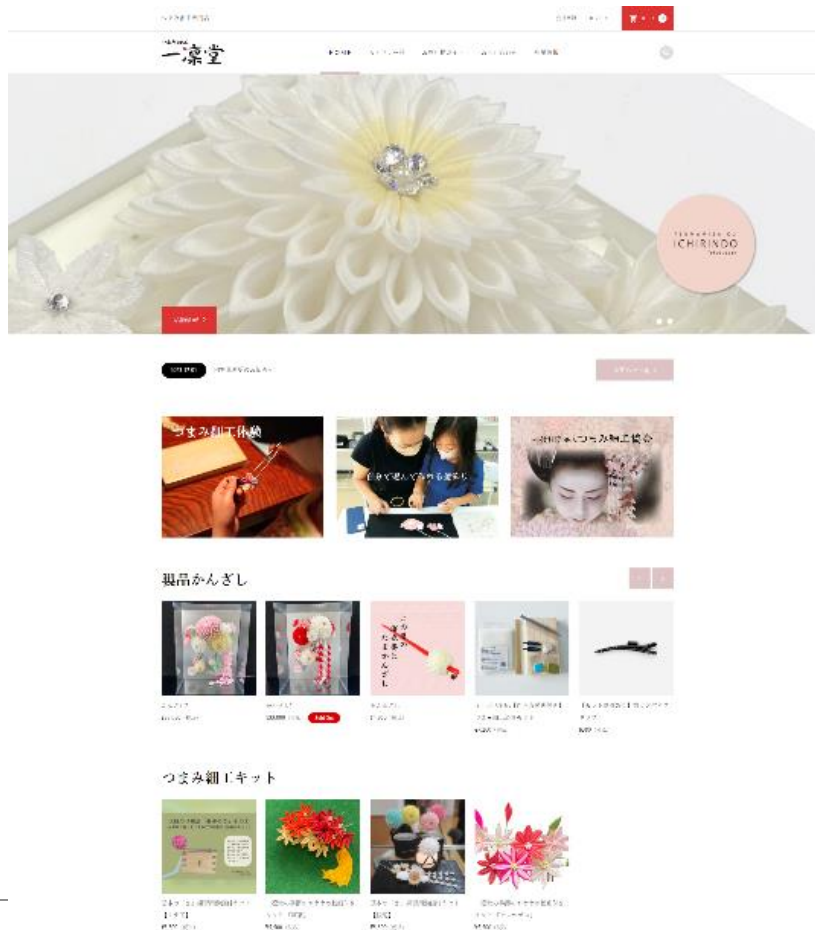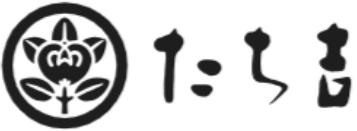**Practical data analysis education**

Managing Our Own Stores as Well

By expanding our own business using client companies' brands, we achieve sales growth through data.
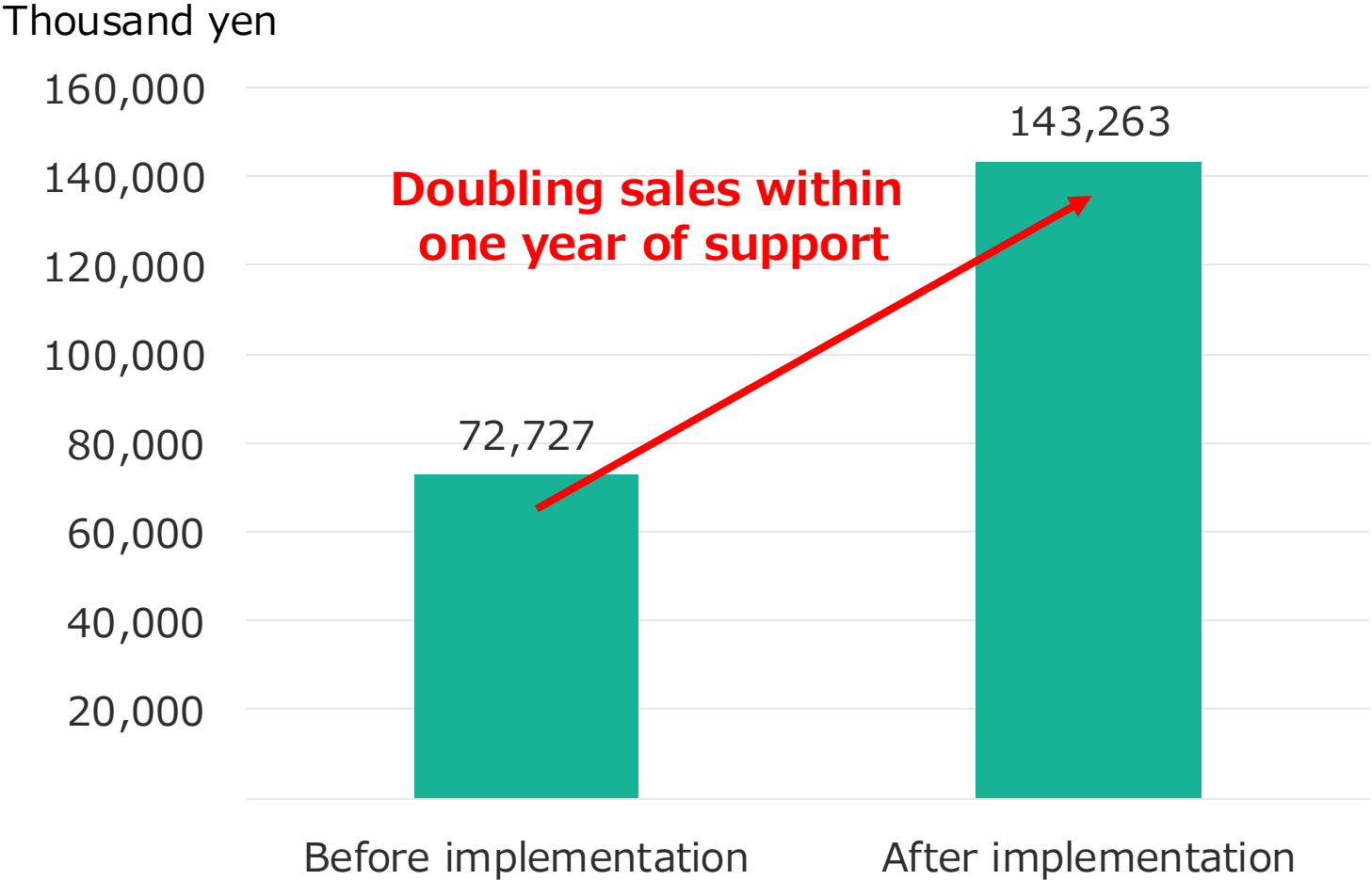
Because KUROCO operates in both business and data, it can improve productivity through data utilization.
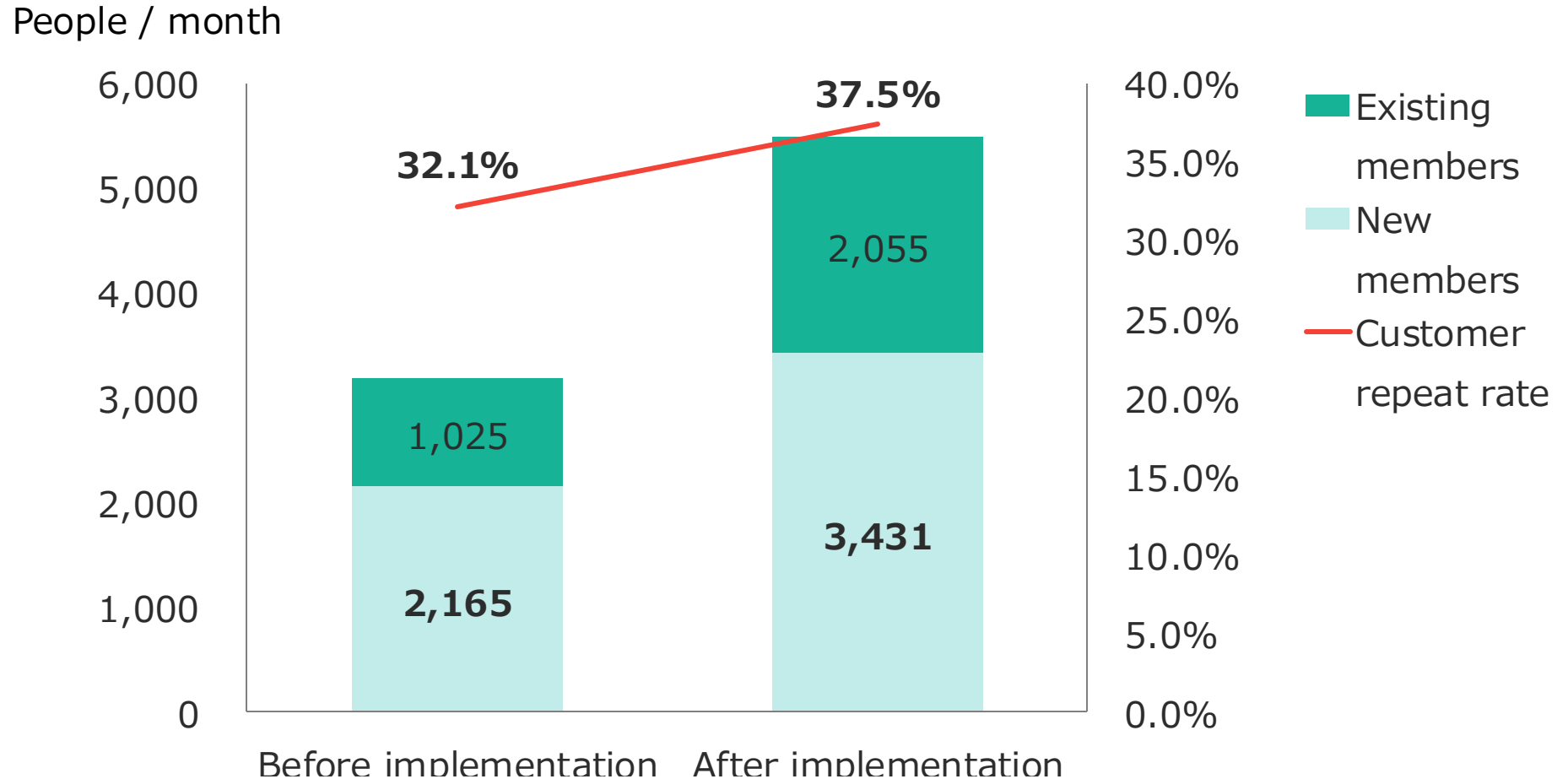
Impact of Data Utilization (1)

**A company with 250 years of history
(Tableware manufacturer Sales trends)**

Thousand yen

**Doubling sales within
one year of support**

143,263

72,727

Before implementation   After implementation

Impact of Data Utilization (2)

ACTUS

**A listed company group with stores nationwide
(Furniture and interior design brand Sales trends)**

People / month

Legend:
- Existing members (dark teal)
- New members (light teal)
- Customer repeat rate (red line)

Chart data:

	Before implementation	After implementation
Existing members	1,025	2,055
New members	2,165	3,431
Customer repeat rate	32.1%	37.5%

Impact of Data Utilization (3)

山形うまいず
MARKET

A small business selling premium local products（Food industry）

Thousand yen

Achieved year-over-year sales growth for 25 consecutive months after support

Monthly year-over-year comparison（%）

9月　10月　11月　12月　1月　2月　3月　4月　5月　6月　7月　8月
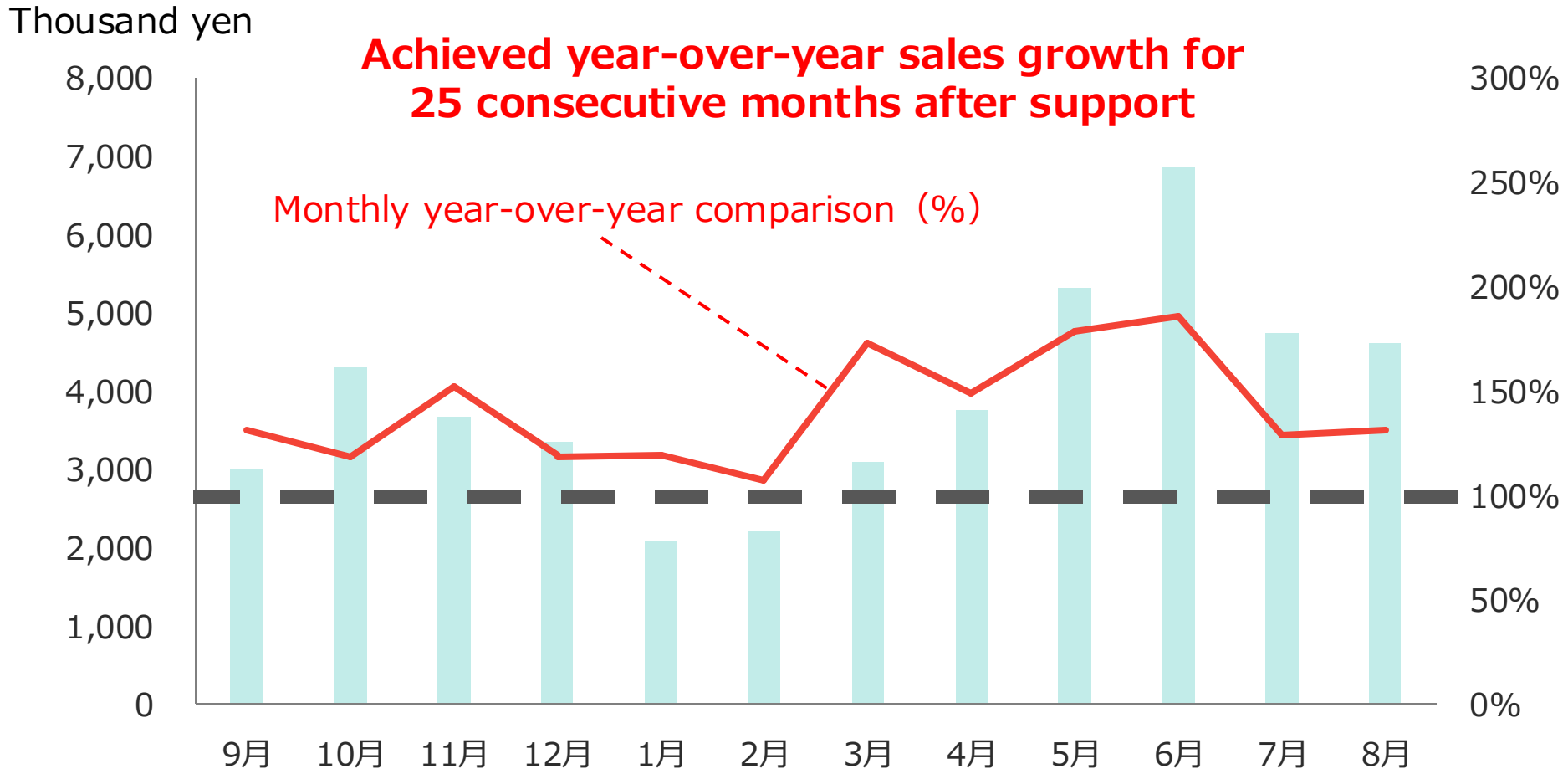
Challenges of Traditional (Human-Driven) Data Utilization

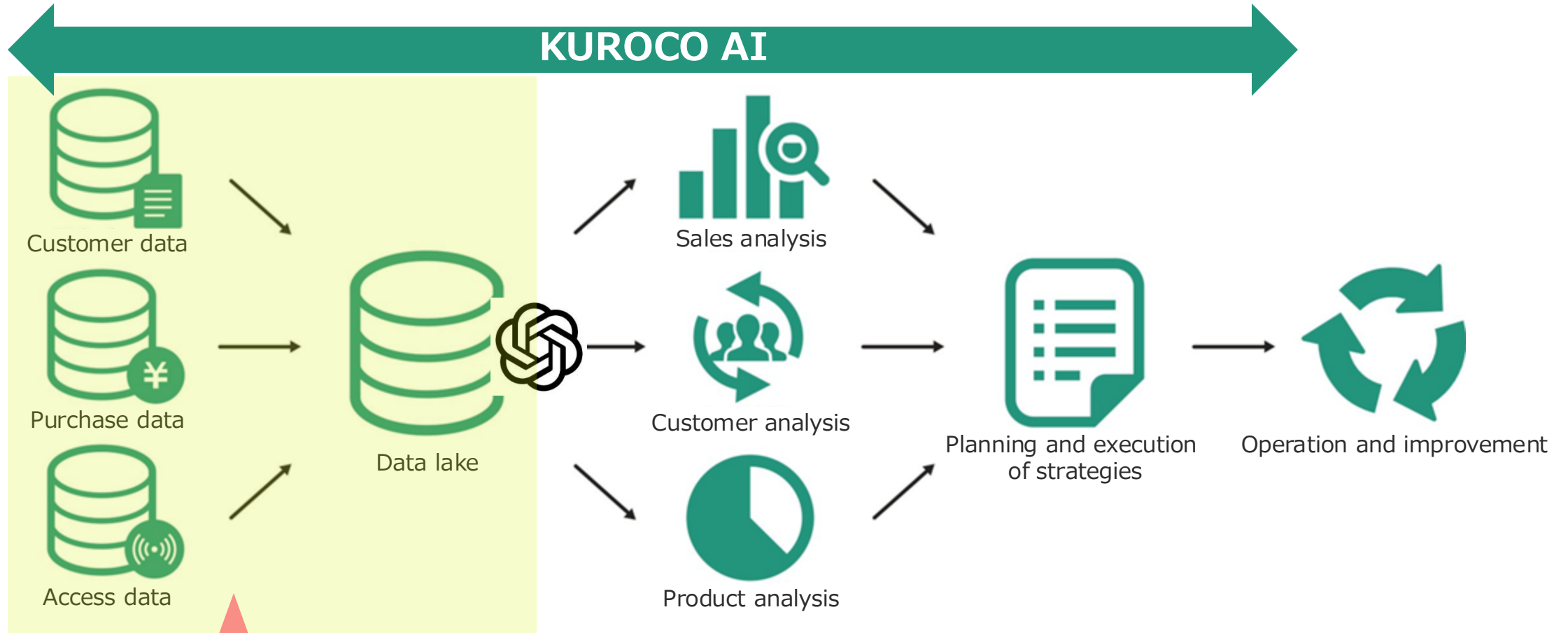| Time and cost-intensive	Limited availability of skilled analysts	Dependency on individual analysts

Features of KUROCO AI

KUROCO AI

Customer data

Purchase data

Access data

Data lake

Sales analysis

Customer analysis

Product analysis

Planning and execution of strategies

Operation and improvement

Processing and pre-processing raw data into analysis-ready data (intermediate data) before feeding it into Chat GPT

Features of KUROCO AI

KUROCO AI

Customer data → Purchase data → Access data → Data lake → Sales analysis / Customer analysis / Product analysis → Planning and execution of strategies → Operation and improvement
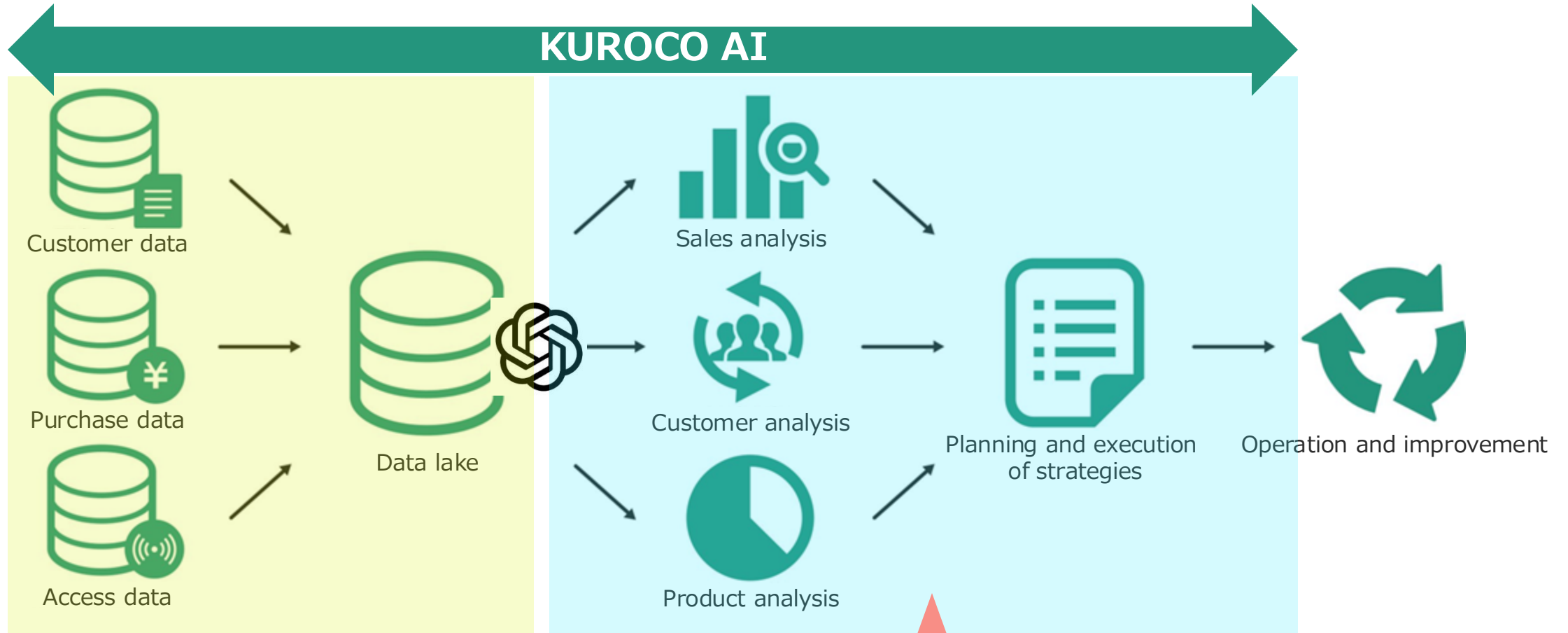
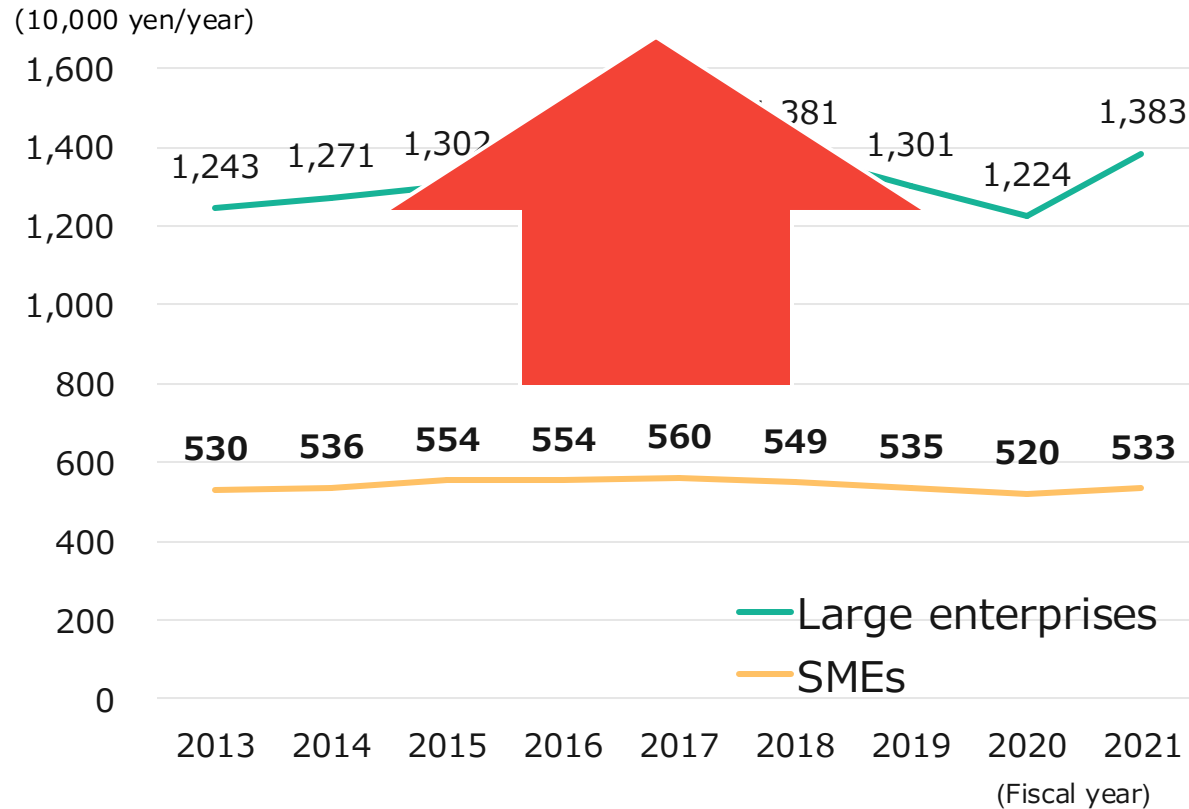**Analysis design based on business perspectives, with analysis segments tailored to specific objectives**

Features of KUROCO AI

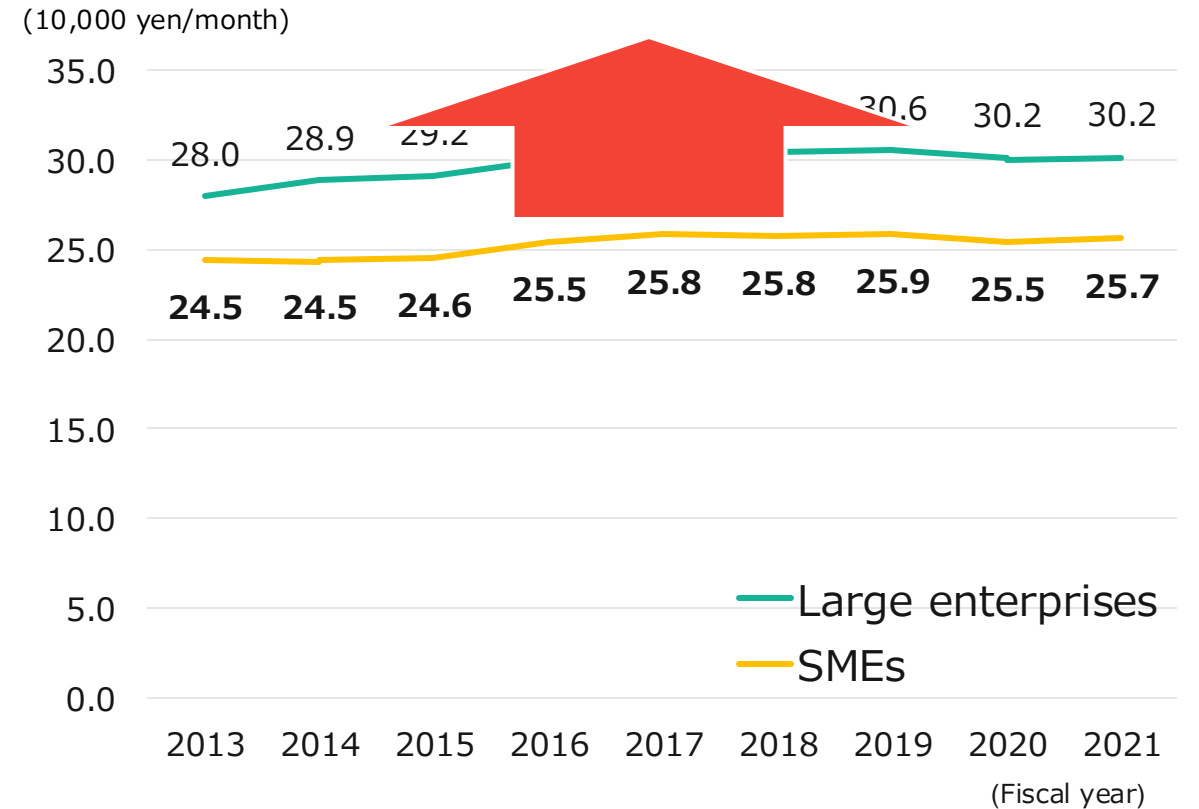**Introduction to data utilization for hair salons with KUROCO AI**

Empowering SMEs with Data and AI to Boost Productivity and Wages

Trends in value added per employee (labor productivity) by company size

(10,000 yen/year)

Large enterprises: 1,243 · 1,271 · 1,302 · 1,381 · 1,301 · 1,224 · 1,383

SMEs: 530 · 536 · 554 · 554 · 560 · 549 · 535 · 520 · 533

2013 2014 2015 2016 2017 2018 2019 2020 2021 (Fiscal year)

Trends in average salary by company size

(10,000 yen/month)

Large enterprises: 28.0 · 28.9 · 29.2 · 30.6 · 30.2 · 30.2

SMEs: 24.5 · 24.5 · 24.6 · 25.5 · 25.8 · 25.8 · 25.9 · 25.5 · 25.7

2013 2014 2015 2016 2017 2018 2019 2020 2021 (Fiscal year)

Source : Created by KUROCO based on the 2023 Edition of the 'White Paper on SMEs'

Promoting Data and AI Utilization in SMEs

We aim to revitalize mature industries and small businesses through data and AI utilization.
We look forward to collaborating to achieve this goal.

【KUROCO】
- Data utilization support
- Provision of data analysis talent
- AI utilization support

【Client】
- Companies looking to utilize data
- Companies looking to utilize AI

Bringing the KUROCO approach to data and AI utilization to the world

【Contact us】

If you are interested in our services or have any questions please do not hesitate to contact us.

TEL : +81 45-577-0816
Mail : info@kuroco.team

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