



BLAZE[®] +



HAVEN

DIRTY
is costing you
DATA

How AI Can Fix the Data
That's Killing Your
Margins

DIRTY DATA

is costing you

How AI Can Fix the Data That's Killing Your Margins



Kai Kirk

CPO of BLAZE

10 years in legal cannabis space, since prop 64



Mark Simonian

COO/Owner/Operator of Haven

Analysing Cannabis Data since 2016

Meet the
Tactical Talk
Hosts

DIRTY DATA

is costing you

How AI Can Fix the Data That's Killing Your Margins

THIS IS ON YOUR MENU RIGHT NOW

CMNO LCG 100mg GUMMIES

- ✗ No image
- ✗ No description
- ✗ Wrong category

Customer searches Camino Gummies

Doesn't show up.

Budtender doesn't know the genetic.

You discount it to move it.

That's not a sales problem. That's a data problem.

...And it's killing your margin every single day.

Where is Your
DIRTY
Hiding?
DATA

The two places that
matter most

DIRTY DATA

is costing you

How AI Can Fix the Data That's Killing Your Margins

01 | YOUR PRODUCT CATALOG & MENU

Inconsistent Naming

500 SKUs become 5,000 across 10 stores – impossible to analyze

Missing Descriptions & Images

Customers can't find products; budtenders can't sell them

Wrong Categories

Sativa / indica / hybrid decided differently by each team, hard to reorder

Intake Errors

Product marked non-cannabis → you pay the taxes at audit

"Having the same product in different categories limits your ability to interpret data and make smart purchasing decisions." – Mark

DIRTY DATA

is costing you

How AI Can Fix the Data That's Killing Your Margins

02 | YOUR INVENTORY & BATCH DATA

48%

What we thought
our margin was

39%

What our actual
margin was

- Missing or wrong COGS on batches
- Batches not tied to products correctly
- Wrong cannabinoid potency data
- Selling against incorrect THC limits
- P&L errors that compound over months

3 Moves

to Fix It with AI

Things you can do
this week



DIRTY DATA

is costing you

Move 01

Export, Upload, Ask

01

EXPORT

Product catalog or batch data as CSV

02

UPLOAD

Into ChatGPT, Claude, or your AI tool

03

ASK

Specific questions about your data

EXAMPLE PROMPTS

"Which products are missing a description?"

"Which batches have a COGS of \$0?"

"Which COGS are inconsistent vs. other products of the same brand?"

"Suggest a naming convention, then update all my products."

How AI Can Fix the Data That's Killing Your Margins

The screenshot shows the Google Gemini AI interface in a browser window. The address bar shows the URL `gemini.google.com/app`. The interface includes a navigation menu, a user profile for 'Kai', and an 'Upgrade' button. The main chat area displays a greeting 'Hi Kai' and a question 'Where should we start?'. Below this, two CSV files are uploaded, and a detailed prompt is shown: 'On the batch list, each batch has a "Cost per Unit" that defines the per qty cost for the items in that batch. The purchase date is when we purchased it. The Product List contains all details on my product catalog. You can align the two documents with the "Product ID" column which is a unique identifier. On the products export, the "Unit Sale Price" is the current price the product sells at. Can you tell me which batches have a COGS of \$0 and still have qty available?'. At the bottom, there are buttons for 'Create image', 'Create music', 'Boost my day', 'Write anything', and 'Help me learn'.

BEFORE

CMNO LCG 100mg GUMMIES

CAMINO - LCG 100mg (10-pack)

Camino - LCG 10mg x 10

camino - Lemon Cherry Gelato 100mg Gummies

Camino Gummies - Lemon Cherry Gelato 100mg

AFTER

Camino - Lemon Cherry Gelato Gummies 100mg

- ✓ Standardized format
- ✓ Duplicates flagged
- ✓ Categories assigned



Agent BLAZE

Your AI ops partner



Hello! I'm your Lighthouse analyst, here to assist with your store's performance and inventory insights. Would you like to start by reviewing your sales performance or addressing your current inventory alerts?

Hi, can you review my product catalog and tell me what is the most common naming format we are using? Taking into account things like Brand, product name, weight, potency, pack size, flavor.



The most common naming format in your product catalog includes the brand name, product name, weight, and sometimes additional details like potency, pack size, or flavor. For example:

Brand - Product Name - Weight

- "Jeeter - Gelato Baby Infused 5 Pack"
- "Claybourne Co. - King Louis OG 3.5g"

Brand - Product Name - Additional Details

- "Lost Farm - Papaya (Grape Octane) Live Resin Chews 100mg"
- "Bear Labs - Platinum Cookies Tier 4 Live Resin Budder 1g"

This format helps in maintaining consistency and clarity across your catalog.

- [How can I improve the consistency of product names?](#)
- [Are there any products with inconsistent naming?](#)
- [What are the most common missing fields in my catalog?](#)

"We spent a week and a half with employees in a room manually fixing names. A year later we had to do it again." – Mark

DIRTY DATA

is costing you

Move 03

Interrogate Your Sales Data

You already have the data.
You're just not asking the right questions.

Who is my top budtender by average cart size?

What are my bottom 10 SKUs by velocity still taking up shelf space?

Which budtenders will make me the most revenue during peak hours?

Upload manifests + batch exports to verify intake accuracy

How AI Can Fix the Data That's Killing Your Margins

Give AI context.
Be specific about what "top" or "best" means to you.

The screenshot shows a browser window with the URL 'chatgpt.com'. The page title is 'ChatGPT'. On the left side, there is a sidebar with icons for home, search, and a document. The main content area shows a context menu for a file named 'KBCC Headspace 1 (Sacramento)... Spreadsheet'. The menu is open, displaying a detailed description of the spreadsheet data: 'I run a retail dispensary. Attached is my sales export that includes a line for each product sold in a transaction. The "Trans No" defines the transaction number (all lines wit the same Trans No are the same transaction), the "Trans Type" tells if it is sale or a refund, the "Member" is the customer, the "Gross Sales" is the line item total including discounts, the "Total Due" includes taxes, "Sold By" is the employee or budtender that performed the transaction, Age is he age of the customer, gender is the gender of the customer, "Processed Date" is the date and time of the transaction, the COGS shows the cost of the product(s) that are sold, the "product" is the name of the product sold, the SKU is the unique number that identifies the Product.' Below the context menu, the user's prompt is visible: 'Who is my top budtender by average cart size?'. At the bottom of the prompt area, there is a plus sign, a 'Extended thinking' toggle, a microphone icon, and an upward arrow icon.



01

LOCK DOWN PRIVACY SETTINGS

Disable model training & data sharing

- Use company email accounts for LLM logins
- Revoke access when employees leave

02

GARBAGE PROMPTS = GARBAGE ANSWERS

Give AI context and role

- Be specific about columns, metrics, time ranges
- Always check the work

03

DON'T LET AI TOUCH LIVE SYSTEMS (YET)

Read-only mindset: Export → Analyze → Decide → You change it

- Validate before you automate

”

Don't just say
'analyze this.'

Tell it who you are, what the data is, and what you want."

- Kai



Your 3 Takeaways

01

FIND YOUR DIRTY DATA THIS WEEK

Export your product catalog and batch list. Upload to AI. Ask where the gaps are. *You'll be shocked.*

02

START WITH ONE PROBLEM, NOT TEN

Pick the one costing you the most margin – probably COGS accuracy or menu quality – and fix that first.

03

TREAT AI LIKE A TOOL, NOT MAGIC

Good prompts, clear context, always validate. It's the fastest analyst you've ever hired, but it still needs managing.



The operators who win the next 3-5 years are the ones with a handle on their data.”

- Mark



BLAZE
LIGHTHOUSE™

AI That Lives Inside Your POS

No exports. No uploads. Just ask.

"What's my best-selling edible this month?"

"Which products don't have a description?"

"Show me my margin by category."

The screenshot displays the BLAZE Lighthouse interface for a shop named 'Fresno'. The interface is divided into several sections:

- Top Plays:** Agent BLAZE's highest-impact moves right now. It lists three items: 'Clear slow movers: 8 SKUs aging > 30 days' (87% Confidence, \$2,450 cash unlocked, 30 mins, M (8 credits)), 'Expiring batches: 7 batches in next 14 days' (92% Confidence, \$3,800 risks mitigated, 45 mins, L (10 credits)), and 'FOH Transfer: 12 items below safety stock' (88% Confidence, \$1,200 OLV Uplift, 20 mins, S (3 credits)).
- KPIs:** Your shop's pulse—tap any metric to open levers. It shows: Total Sales (\$12,450, -8% vs yesterday), Avg Basket (\$68.75, +5% vs yesterday), Transactions (187, -12% vs yesterday), New Customers (24, +10% vs yesterday), Margin (42%, -2% vs yesterday), and Inventory Value (\$145,320, 0% vs yesterday).
- Ops Feed:** Everything prepiped by Agent BLAZE for you. It includes: 'Implement first-time customer special bundle' (84% Confidence, \$2,800 OLV Uplift, 35 mins, M (8 credits)), and 'Launch local event promotion' (Why now: Large local event this weekend with target demographic).
- Ask Agent BLAZE:** Chat with your AI ops partner—ask, analyze, and run plays. It features suggested prompts like 'What products should I promote this weekend?', 'Show me slow-moving inventory analysis', 'Review my compliance checklist for this month', 'Compare my performance to other locations', 'What's trending in cannabis retail news?', and 'Help me plan my staff schedule for next week'.

Go Clean Your Data!

For a copy of this slide deck and a video recording, scan the QR code on the right.

You'll be notified once it becomes available.



Kai CPO, BLAZE



Mark COO, Haven