ai.RETAIL

Overview

RETAILERS THAT ARE USING DATA & AI TO DELIVER BUSINESS OUTCOMES ARE EXPERIENCING BETWEEN 2-5% EBITDA UPLIFT

TRANSFORM MARKETING, MERCHANDISING AND SUPPLY CHAIN WITH DATA & AI.

Marketing
Combine internal and external data sets to better understand customer needs and create personalized experiences to acquire, engage and retain key cohorts.

Merchandising
Use AI to analyse category and product performance, optimize product ranges, maximize space and spot opportunities for new offerings.

Supply Chain
Improve transparency, agility and resilience across the network and make better, faster decisions to drive efficiencies and reduce cost..

ai.RETAIL COMBINES PROVEN USE CASES WITH DATA MANAGEMENT TO DELIVER AT SPEED.

- **30+ Pre-Built Use Case Accelerators**
- **100+ Customizable AI/ML Models**
- **Robust Data Model & Data Management**
- **Intuitive UI to Drive Business Adoption**
- **Co-Designed with Hyper-Scalers**

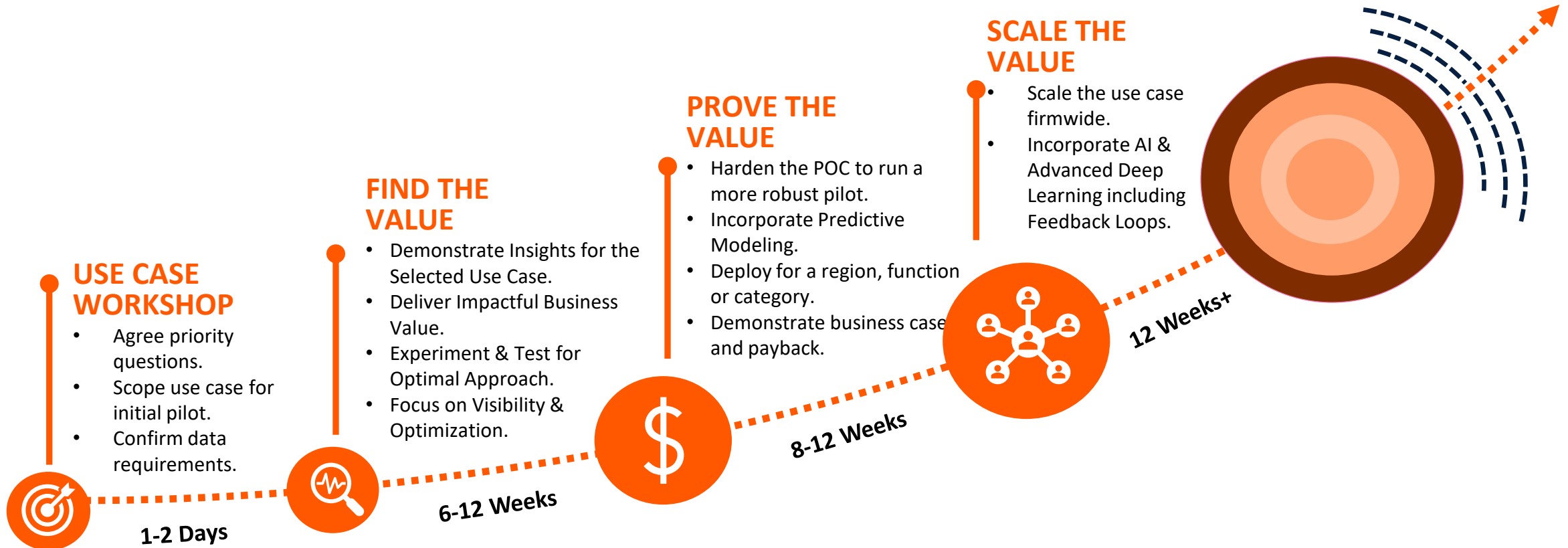| **1-3%**	**2-5%**	**30%**	**50%**	**4-6%**	**2-5%**	**1-3%**
Revenue uplift across core retail functions	**EBITDA uplift** over ~2-year period	**MROI increase** using targeted campaigns	**Conversion increase** through next best offer	**Reduction** in supply chain operating costs	**Gross Margin uplift** by localizing store assortments	**Revenue lift** from launching new business models

ai.RETAIL USE CASE LIBRARY

30+ PRE-BUILT USE CASE ACCELERATORS

Customer, Profit & Revenue (CPR)	Dynamic Merchandising & Assortment (DMA)	Supply Network Analytics & Profitability (SNAP)
Customer360 & Segmentation	Advanced Segmentation (Customer/Product/Channel)	Supply Chain Control Tower
Customer Lifetime Value	Category Performance Analysis	Supply Chain Segmentation
Customer Acquisition, Engagement & Churn	Demand Attribute Analysis	Inventory Optimization
Basket Missions & Product Recommendations	Assortment Optimization (SKU Keep/Drop Lists)	Product Flow
Pricing Optimization	Transferable Demand & Substitution	Supply Planning & Forecasting
Promotion Utilization & Effectiveness	Macro Space Optimization	Shape of Chain/Real Estate Analytics
Personalised Promotions	Micro Space Optimization	Optimal Source
Personalised Content & Search	Sales Forecasting	Product Cost Optimization
Marketing Attribution Analytics	Promotion Forecasting	Supplier Scorecard
Media Mix Optimization	New Product Introduction Analysis	Predicting Returns
Omnichannel Analytics	Cannibalisation Analysis	Dynamic Risk Analytics
Data Monetization & Retail Media	Vendor/Supplier Negotiation Analytics	

GETTING STARTED: OUR USE CASE APPROACH

SCALE THE VALUE
- Scale the use case firmwide.
- Incorporate AI & Advanced Deep Learning including Feedback Loops.

PROVE THE VALUE
- Harden the POC to run a more robust pilot.
- Incorporate Predictive Modeling.
- Deploy for a region, function or category.
- Demonstrate business case and payback.

FIND THE VALUE
- Demonstrate Insights for the Selected Use Case.
- Deliver Impactful Business Value.
- Experiment & Test for Optimal Approach.
- Focus on Visibility & Optimization.

USE CASE WORKSHOP
- Agree priority questions.
- Scope use case for initial pilot.
- Confirm data requirements.

1-2 Days

6-12 Weeks

8-12 Weeks

12 Weeks+

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Appendix