

Transformative Use-Cases Shaping the Future

DIGITAL TRANSFORMATION IN RETAIL

Prashanthi Chennupati, Transformation Leader





Digital transformation is reshaping Retail, enabling businesses to deliver more personalized, seamless, and engaging shopping experiences. By integrating technologies like AI, IoT, and dynamic pricing systems, retailers can anticipate customer needs, optimize inventory, and drive revenue growth.

These key use-cases explore the potential to revolutionize the industry, highlighting the immense impact of digital solutions in shaping the future and redefining the retail experience in a digital-first world.

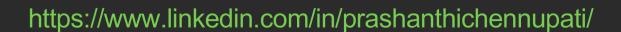


1. Customer Review Analysis

Description - Sentiment analysis for understanding customer reviews analyzes customer feedback, providing insights to improve products and services

Al Model Type - Diagnostic Model

Solution Type - Platform





2. Demand & Supply Planning

Description - Inventory demand forecasting for better stock planning anticipates demand trends, reducing stockouts and overstocking to improve operational efficiency

Al Model Type - Predictive Model

Solution Type - Product & Service

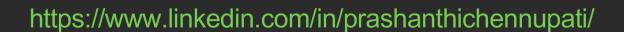


3. Personalized Navigator

Description - Personalized (in-store / online) navigator guides customers to desired products, improving shopping experiences and increasing sales

Al Model Type - Prescriptive Model

Solution Type - Product / Service





4. Dynamic Pricing Models

Description - Dynamic pricing models for e-commerce adjusts prices based on demand and competition, maximizing revenue and maintaining competitiveness

Al Model Type - Prescriptive Model

Solution Type - Platform



5. Visual Merchandising Recommendations

Description - Automated visual merchandising recommendations suggest optimal product displays, enhancing aesthetic appeal and driving sales

Al Model Type - Predictive Model

Solution Type - Product



THANK YOU

Contact Details

Name: Prashanthi Chennupati

Linkedin https://www.linkedin.com/in/prashanthic

<u>hennupati/</u>

Email: prashanthi.chennupati@gmail.com

Blog: https://chennupati108.com

