

# Transformative Use-Cases Shaping the Future

## DIGITAL TRANSFORMATION IN RETAIL

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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

**AI 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

**AI 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

**AI 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

**AI 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

**AI Model Type** - Predictive Model

**Solution Type** - Product



# THANK YOU

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