

# How AI is Transforming the Retail Industry

From the supply chain to bricks and clicks, AI is enabling retailers to improve operations, increase profitability, and delight consumers—all while building strategic advantage.



## Supply Chain Optimization

- Optimizing delivery routes and predicting potential disruptions
- Enhancing overall supply chain management, reducing errors by 20-50%
- Improving supplier relationship management through AI insights and visibility



## Inventory Management

- More accurate demand forecasting, reducing stockouts by up to 65% and cutting warehousing costs by 5-10%
- Real-time inventory level updates and automated stock replenishment, minimizing revenue loss due to stockouts by up to 30%



## Operational Efficiency

- Automating routine tasks like data entry and order processing
- Optimizing staffing and distribution based on predicted demand
- Robotic Process Automation (RPA) for repetitive administrative tasks



## Data-Driven Decision Making

- Advanced analytics for better business insights
- Improved forecasting for pricing decisions and product placement



## Pricing

- Dynamic pricing that adjusts in real-time based on customer context, market trends and demand, stock levels, and competitor pricing



## Customer Experience

- Hyper-personalization of product recommendations and promotions that reflect customer context and previous purchases
- Advanced chatbots capable of understanding complex customer needs and recommending suitable products

