



RARELY HEARD
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CG&R STRATEGY



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AI AM WOMAN

How AI and emerging technologies are revolutionizing
Retail

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Key Retail AI Milestones

● 1992

Walmart introduces data mining techniques to analyze customer purchase data.

● 2014

Tesco deploys computer vision systems for inventory management and checkout optimization.

● 2018

Walmart launches Intelligent Retail Lab, combining AI, machine learning, and IoT sensors.

● 2022

Walmart introduces AI-powered virtual try-on technology for apparel shopping.

● 2012

Amazon launches product recommendation engine based on collaborative filtering algorithms.

● 2016

Alibaba introduces chatbot for customer service leveraging natural language processing.

● 2020

Lowe's introduces LoweBot, an autonomous retail service robot for in-store assistance.

Top AI Technologies in Retail

- **Computer Vision**

Technology that enables machines to identify and process images and videos for applications like automated checkout, inventory management, and customer analytics.

- **Natural Language Processing (NLP)**

Enables machines to understand, interpret, and generate human language for applications like chatbots, voice assistants, and sentiment analysis.

- **Recommendation Engines**

Algorithms that suggest relevant products or services to customers based on their browsing and purchase history, preferences, and behavior.

- **Predictive Analytics**

Using data, machine learning algorithms, and AI to forecast future trends, customer behavior, and optimize inventory, pricing, and supply chain.

- **Robotics and Automation**

Integrating robots and automated systems in warehouses, stores, and logistics for tasks like picking, packing, and inventory management.

Select AI Use Cases in Retail

Personalization

Utilizing machine learning algorithms to analyze customer data, purchase history, and browsing patterns to provide tailored product recommendations, increasing customer satisfaction and driving sales.

Inventory Management Optimization

Leveraging AI models to forecast demand, Using robotics and AR tools in warehouses to automate ordering processes, reducing overstocking and stockouts while improving supply chain efficiency.

Consumer digital journey Enhancement

Employing natural language processing and computer vision technologies to enable conversational AI assistants, sentiment analysis, and intelligent customer service, enhancing the overall retail experience.

Fraud Detection and Prevention

Implementing AI-based anomaly detection systems to identify suspicious patterns and activities, helping mitigate risks associated with fraudulent transactions and protecting customer data.

Pricing and Promotion Strategies

Utilizing AI models to analyze market trends, competitor data, and consumer behavior, enabling dynamic pricing strategies and optimized promotional campaigns for maximum profitability.

Dropit's Decision Engine

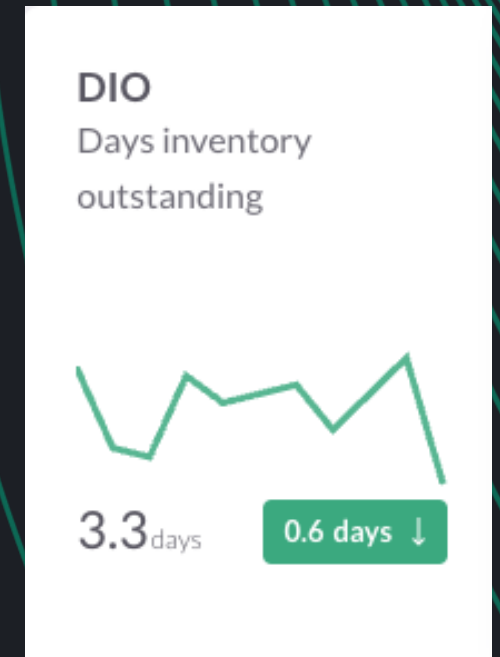
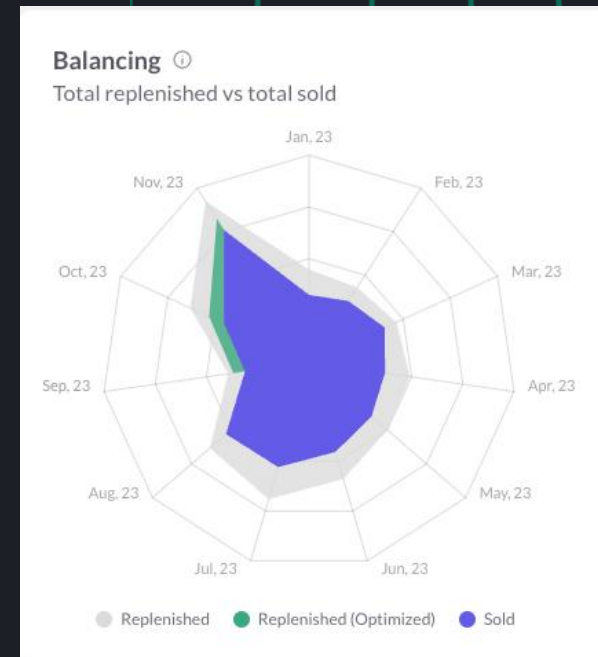
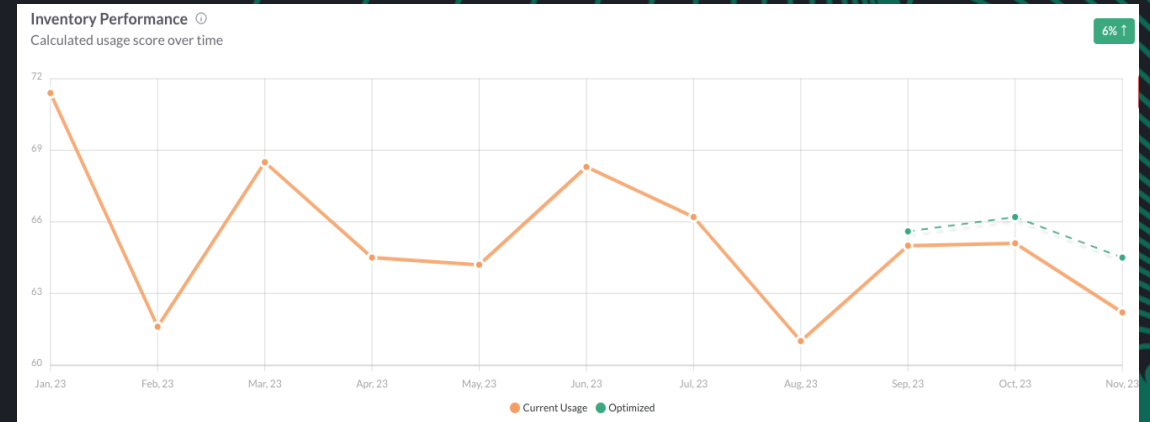
Dropit seamlessly integrates **historical and real-time data** from your existing technology stack into our data lake.

Our advanced engines analyze this data from multiple sources, facilitating **optimal decision-making** within your inventory landscape.

We provide real-time decisions back into your systems, viewing all elements in context to **enhance efficiency**.

Operational Benefits

- Cost Reduction
- Inventory Optimization
- Operational Efficiency



Challenges and Opportunities

Data Quality and Integration

Ensuring high-quality, consistent, and integrated data across various sources and systems to enable accurate AI model training and decision-making.

Ethical and Privacy Concerns

Addressing ethical considerations, such as bias and fairness in AI models, and ensuring data privacy and security for customers and employees.

Change Management and Workforce Reskilling

Managing the organizational and cultural changes associated with AI adoption, as well as reskilling and upskilling employees to work alongside AI systems effectively.

Scalability and Infrastructure

Building robust and scalable AI infrastructure to handle large volumes of data and accommodate the growing demands of AI applications in retail.

Customer Trust and Transparency

Fostering customer trust by providing transparency about the use of AI in retail operations and addressing concerns about privacy and data usage.

Personalized and Immersive Experiences

Leveraging AI to create personalized and immersive shopping experiences, enhancing customer engagement and loyalty.