

# Google Cloud for Retail Growth

Personalization, demand forecasting, and omnichannel acceleration

Google Cloud | Retail

## What you will gain

- â€¢ Increase conversion through AI personalization
- â€¢ Improve demand forecasting and inventory turns
- â€¢ Unify omnichannel customer journeys

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## The Learning Curve

Keep learning, keep growing.

## Executive summary

Retail leaders are balancing margin pressure with customer expectations for personalization. Modern analytics and AI enable smarter inventory planning and more relevant experiences.

This playbook outlines the learning path required to scale Google Cloud analytics and AI across merchandising, supply chain, and customer experience teams.

## Outcome focus

- â€ Higher conversion and basket size
- â€ Reduced stockouts and overstocks
- â€ Improved omnichannel visibility

## Market signals

Enterprise learning leaders are investing in AI fluency, cloud modernization, and governance readiness. These signals frame the urgency and scale of adoption across industries.

• 60% of workers require training by 2027

• 44% of worker skills will be disrupted in the next five years

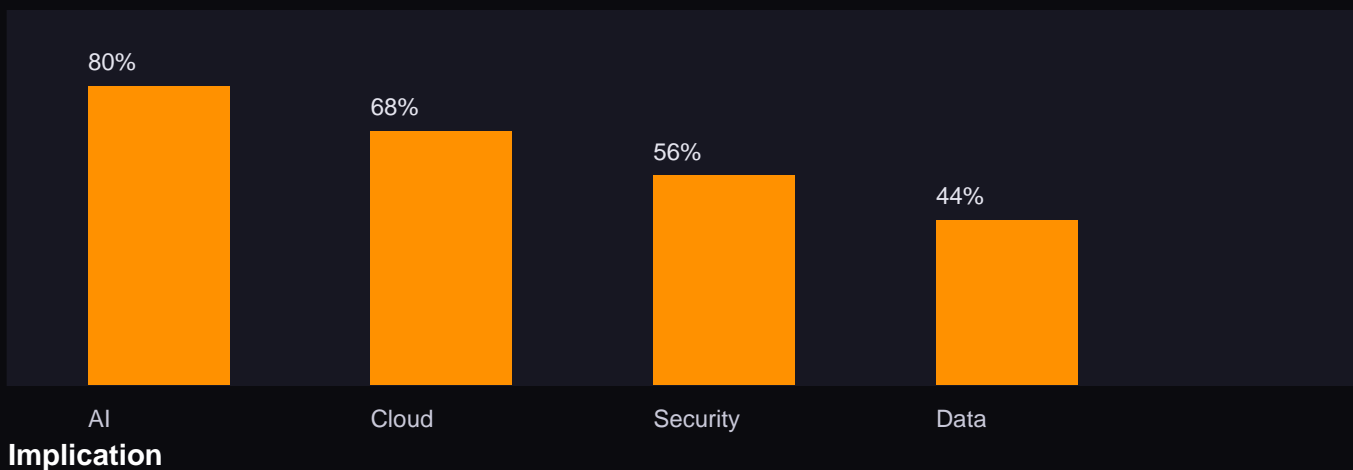
• 78% of organizations use AI in at least one function

• 71% of organizations use generative AI in at least one function

• \$675B public cloud spend forecast in 2024

• \$4.88M average cost of a data breach

Leadership teams need a measurable learning plan that balances speed, governance, and adoption across the enterprise.



## Strategic use cases

We prioritize initiatives that deliver executive visibility, measurable value, and rapid adoption.

- â€ Demand forecasting with Vertex AI
- â€ Personalized recommendations at scale
- â€ Inventory optimization and markdown planning
- â€ Customer segmentation and loyalty analytics

## Capability map

### People

- â€¢ Merchandising leaders
- â€¢ Data analysts
- â€¢ Digital product owners

### Process

- â€¢ Merchandising analytics
- â€¢ Inventory governance
- â€¢ Experimentation cadence

### Platform

- â€¢ BigQuery
- â€¢ Vertex AI
- â€¢ Looker

## Vendor accelerators

- â€¢ Retail data model
- â€¢ Forecasting templates
- â€¢ Experimentation playbooks

## Learning pathway

A structured pathway ensures executives, leaders, and practitioners move in lockstep.

### Phase 1: Strategy

Retail analytics roadmap

Weeks 1-2

### Phase 2: Build

BigQuery + Looker enablement

Weeks 3-6

### Phase 3: Scale

AI personalization pilots

Weeks 7-12

## Cohort design

Role-based tracks ensure that leaders, managers, and practitioners receive the right depth of enablement.

### Executives

Growth strategy and KPI alignment

- â€ AI retail strategy
- â€ Data governance
- â€ Customer analytics

### Functional leaders

Merchandising and CX analytics

- â€ BigQuery analytics
- â€ Looker storytelling
- â€ Forecasting labs

### Practitioners

Hands-on data and AI delivery

- â€ Vertex AI labs
- â€ Data pipelines
- â€ Experiment design

## 90-day activation plan

A focused 90-day plan connects strategy, learning, and deployment milestones.

### **Weeks 1-2: Discover**

Map customer journeys and data gaps

Use-case shortlist, data audit

### **Weeks 3-6: Enable**

Build analytics foundations

Forecasting MVP, KPI baseline

### **Weeks 7-12: Launch**

Personalization pilot

Revenue lift dashboard, scale plan



## KPI scorecard

Track adoption, performance, and business impact with a consistent scorecard.

â€ Conversion rate lift

â€ Inventory turnover

â€ Forecast accuracy

â€ Customer lifetime value

â€ Omnichannel fulfillment time

## Sources

â€¢ World Economic Forum, Future of Jobs 2023: <https://www.weforum.org/publications/the-future-of-jobs-report-2023/digest/>

â€¢ McKinsey, State of AI 2024: <https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai>

â€¢ Gartner, Worldwide Public Cloud End-User Spending 2024-2025: <https://www.gartner.com/en/newsroom/press-releases/2024-04-03-gartner-forecasts-worldwide-public-cloud-end-user-spending-to-reach-675-billion-in-2024>

â€¢ IBM, Cost of a Data Breach 2024: <https://www.ibm.com/reports/data-breach>

â€¢ PwC, 2025 AI Jobs Barometer: <https://www.pwc.com/gx/en/issues/artificial-intelligence/ai-jobs-barometer.html>

## How The Learning Curve helps

The Learning Curve designs instructor-led programs that map directly to business outcomes. We blend vendor-authorized content with custom labs, coaching, and readiness metrics so your teams can adopt faster and scale safely.

Ready to build a tailored learning journey? Contact us at [thelearningcurve.ai](mailto:thelearningcurve.ai) or visit [thelearningcurve.ai](https://thelearningcurve.ai).