

# Google Cloud for Retail Growth

Personalization, demand forecasting, and omnichannel acceleration

## EXECUTIVE SUMMARY

Executive summary: connect customer data for smarter merchandising.

## KEY USE CASES

Use cases: inventory optimization, recommendation engines, store ops.

## LEARNING PATHWAY

Learning pathway: BigQuery, Vertex AI, customer data platforms.

## MEASUREMENT

KPIs to track: conversion rate, basket size, forecast accuracy.

## 90-DAY LAUNCH

90-day launch: data readiness, pilot personalization, scale playbooks.

Prepared by The Learning Curve | keep learning, keep growing