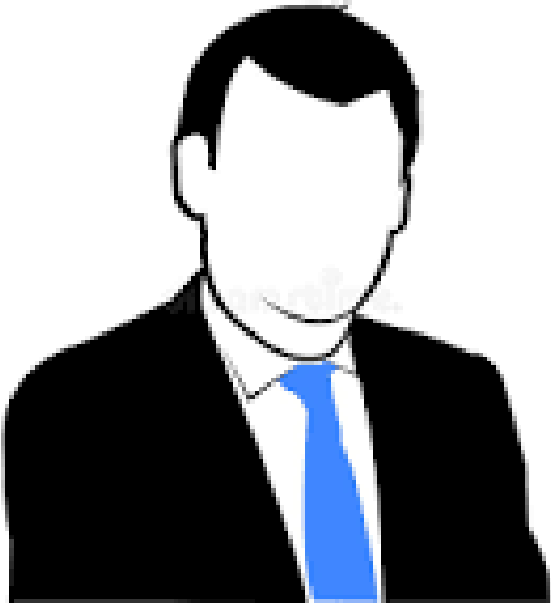# Demo

- "It's the morning of the Board review. For the CEO, we have all the reports — but they tell *what* happened, not *why*. Maya, Algonomy's Business Insights Co-Pilot, helps CEO understand not just the numbers — but the *story behind them*."

Maya - The Upstream Intelligence Layer for Your BI

Conversational AI

Category performance vs plan?"

Margin trend Denim vs Tees?

Top inbound bottlenecks?

Stores at stockout risk?

Co-Pilot

Type your question here...

Your Existing BI Stack-Remains your single source of truth

Qlik | Looker | Power BI | tableau

databricks | Azure

Lina

Why did Category X underperform in Region Y?

Maya

Category X sales in Region Y dropped 12% because Competitor A ran a promotion (detected via price-match algorithm) during your stockout period (caused by delayed shipment from Supplier B)

Recommendations

Run counter-promotion next week with 15% discount on complementary Category Z. Projected recovery: $47K revenue."

POS | Customer | Product | P&L | Promotions | Market Benchmarks

Powered by Algonomy Retail Semantic Layer | Retail ontology + Metadata

ALGONOMY

ACT 1 **BUSINESS 360 (Financial + Customer)**

Goal: Establish context. CEO seeks holistic, global perspective. Maya fuses structured & unstructured data.

Q1-Show me how the business is performing across markets, and what's ahead next quarter.

VO- "Tomorrow's Board meeting will be about one thing — growth. Maya, show me how the business is performing across markets, and what's ahead next quarter."

Answer 1
Diagnosis :
"Based on POS, Finance, and macro indices, Q2 closed at **$92.4M**, down 3% quarter-over-quarter, driven by lower transaction values and increased markdowns."

What's Next:
"Predictive models project recovery to **$97M (+5%)** next quarter as price elasticity normalizes and basket size stabilizes. Operating margin forecast to improve +1.4 points as discount intensity reduces."

External Risk:
"A competitor's aggressive cashback launch in Europe may suppress wallet share growth by **0.8 points** unless offset with differentiated retention strategies."

Prescription (What to Do):
"Reallocate 15% of promo spend toward high-LTV segments and trigger price elasticity recalibration — expected to restore growth trajectory and defend market share."

SME Voiceover:
"Maya merges Finance, POS, and market data to project what's next — not just what happened.
Revenue may be down 3% this quarter, but Maya's predictive model already shows a rebound next quarter — and even warns me about a cashback war brewing in Europe.
That's foresight, not hindsight."

Feature Tags (On-Screen):
•**Algonomy Predictive Revenue Graph** — *Forecasts next-quarter growth trajectory*
•**Price Elasticity Engine** — *Models impact of markdown reduction*
•**Market Signal Scanner** — *Detects competitor offers & macro shifts*

Good — but topline projections don't tell me *why* our loyalty is slipping. If growth depends on retention, the CEO needs to know what's happening with the customers.

Q2-what's driving our customers' behavior, and how do we fix it?

Answer 2

Diagnosis:
"Correlating transactions with social, review, and survey data, I have identified *'discount fatigue' (31%)* and *'freshness perception' (24%)* as key churn drivers among premium shoppers."

Forecast:
"Without intervention, repeat purchase rate is projected to decline **2.8 points** next quarter and CLV to fall to **$1,180 (-5%)**."

Recommendation:
- "Reallocating **$2M** from blanket discounts to personalized bundles improves retention by **3.5 points**, lifts CLV to **$1,320 (+6%)**, and increases profitability by **$5.6M** annually.
- Deploy *Smart Promo Optimizer* across U.S. and APAC chains to operationalize the change."

SME Voiceover:
"Maya doesn't just show churn rates — she explains why. Discount fatigue and inconsistent freshness are eroding loyalty. Her simulation tells me how to fix it — and how much I'll gain by doing it."

Feature Tags (On-Screen):
- **Voice-of-Shopper Fusion AI** — *Unifies feedback, reviews & transactions*
- **Smart Promo Optimizer** — *Predicts ROI from promo realignment*
- **CLV Forecaster** — *Projects loyalty lift by cohort*

ACT 2: STRATEGIC FOCUS (Operations + Merchandising)

Goal: CEO explores operational bottlenecks and merchandising performance. Maya blends operational data + predictive insights.

Q3-where are we losing efficiency operationally — inventory, supply, or stores?

Answer 3

Diagnosis:
"Inventory turns slipped from **4.1× → 3.3×** due to slow-moving fresh produce and longer replenishment cycles. Stockouts rose 18% in metro clusters."

Forecast:
"Dynamic restocking adoption restores **4.0×** turns by Q3 and reduces stockouts 25%. Geo-forecast identifies heavy rains in Southeast Asia next month — potential **$8M sales risk**."

Recommendation:
"Reduce safety stock 12%, shift two suppliers to just-in-time replenishment, and pre-position inventory to higher-performing zones — projected **$3.2M** working-capital release and 80% risk mitigation."

SME Voiceover:
"Maya tells me exactly where we're exposed, what's at risk, and how to fix it — before it hits P&L.That's how you run a supply chain like a strategy, not a spreadsheet."

Feature Tags (On-Screen):
Algonomy Operational Twin — *Simulates supply chain and store scenarios*
Inventory Foresight Model — *Predicts stock risk and recovery path*
Geo-Risk Predictor — *Integrates weather and logistics forecasting*

"Operational health looks better with the plan — but if merchandising and space productivity don't improve, we're just patching leaks. Let's look at margins."

Q4-How do we grow GMROI and margins sustainably?

Answer 4

Diagnosis:
"Current GMROI: **2.7**, below the 3.0 industry median; over-promotion in staples is compressing margins."

Forecast:
"Optimizing assortment and shifting 10% shelf space toward premium staples and private label will lift GMROI to **3.2 (+18%)** by Q3."

Recommendation:
"Accelerate private-label expansion across Top 50 SKUs — expected **$7M incremental revenue** and **$11M EBITDA uplift** over two quarters.
Activate *Threshold Promo Optimizer* for sustainable conversion."

SME Voiceover:
"Maya converts merchandising from art to algorithm. She shows exactly how small assortment shifts can yield $11M in EBITDA — that's strategy powered by precision."

Feature Tags (On-Screen):
Merch Intelligence Engine — *Forecasts GMROI & product mix ROI*
Private-Label Growth Simulator — *Predicts SKU-level profitability*
Threshold Promo Advisor — *Prescribes promotion depth & duration*

ACT 3: STRATEGIC PRIORITIES (Employees + Innovation / AI Initiatives)
Goal: CEO evaluates innovation ROI and employee health, seeks direction on next phase.

Q5-What's the workforce outlook — morale, productivity, and cost?

Answer 5

Diagnosis:
"Employee satisfaction index: **78 (-6 pts YoY)**. Attrition up **3.2%**, mainly among frontline associates. Sentiment from 12K comments highlights fatigue in 24% of cases."

Forecast:
"At current trend, satisfaction will dip to **74**, causing 0.3 pts drop in conversion rate by Q2."

Recommendation:
"Implement *Shift Optimizer AI* to rebalance workloads; predicted +1.5 pts conversion, **+$12M annual sales** uplift, and -20% overtime cost within 3 months."

SME Voiceover:
"Maya proves culture and conversion are connected. Her prediction turns a morale risk into a $12M recovery — before HR even runs the next survey"

Feature Tags (On-Screen):
Workforce Sentiment Lens — *Predicts morale-to-revenue impact*
Shift Optimizer AI — *Prescribes staffing balance plan*
Performance Correlator — *Connects engagement to store KPIs*

"Operations, merchandising, and people are moving in sync. But investors tomorrow will ask one thing — is our innovation spend paying off?"

Q6-Are our AI investments paying off? What's our innovation story next year?

Answer 5

Diagnosis:
"AI portfolio currently contributes **$28M in EBITDA (+24%),** largely from demand forecasting and personalization pilots."

Forecast:
"Scaling computer-vision shelf audits and elasticity AI to 20 countries yields **+$42M run-rate** within 12 months."

Recommendation:
"Reinvest **1% of revenue** in Algonomy's Predictive Commerce Stack to expand adoption — projected valuation multiple increase from 1.2× → **1.8×**, unlocking **$500M enterprise value gain.**"

SME Voiceover:
"Maya proves culture and conversion are connected. Her prediction turns a morale risk into a $12M recovery — before HR even runs the next survey"

- **Innovation ROI Tracker** — *Quantifies AI-driven business impact*
- **Predictive Commerce Stack** — *Scalable retail AI ecosystem*
- **Valuation Multiplier Model** — *Translates innovation into investor value*

Outro