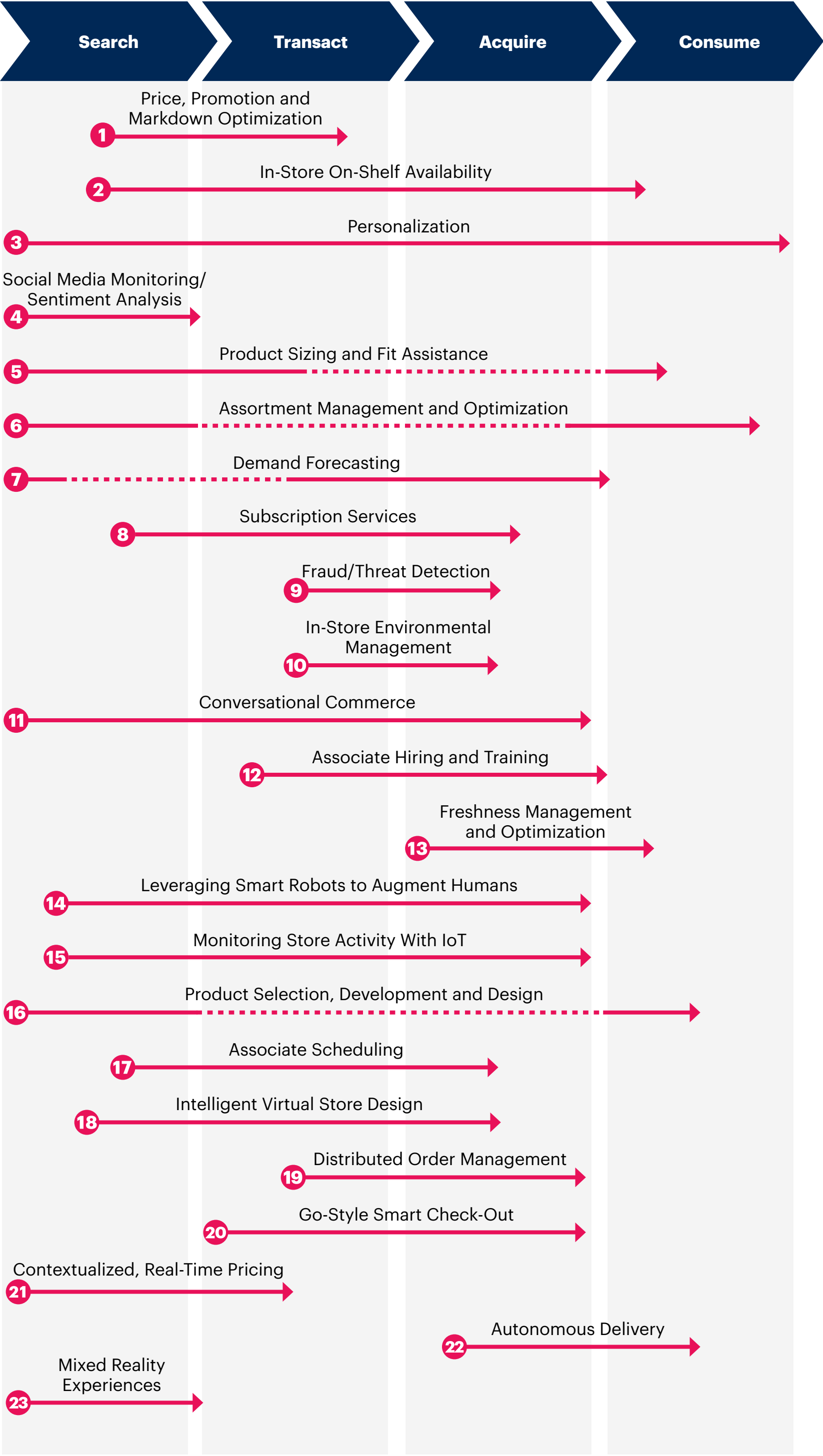
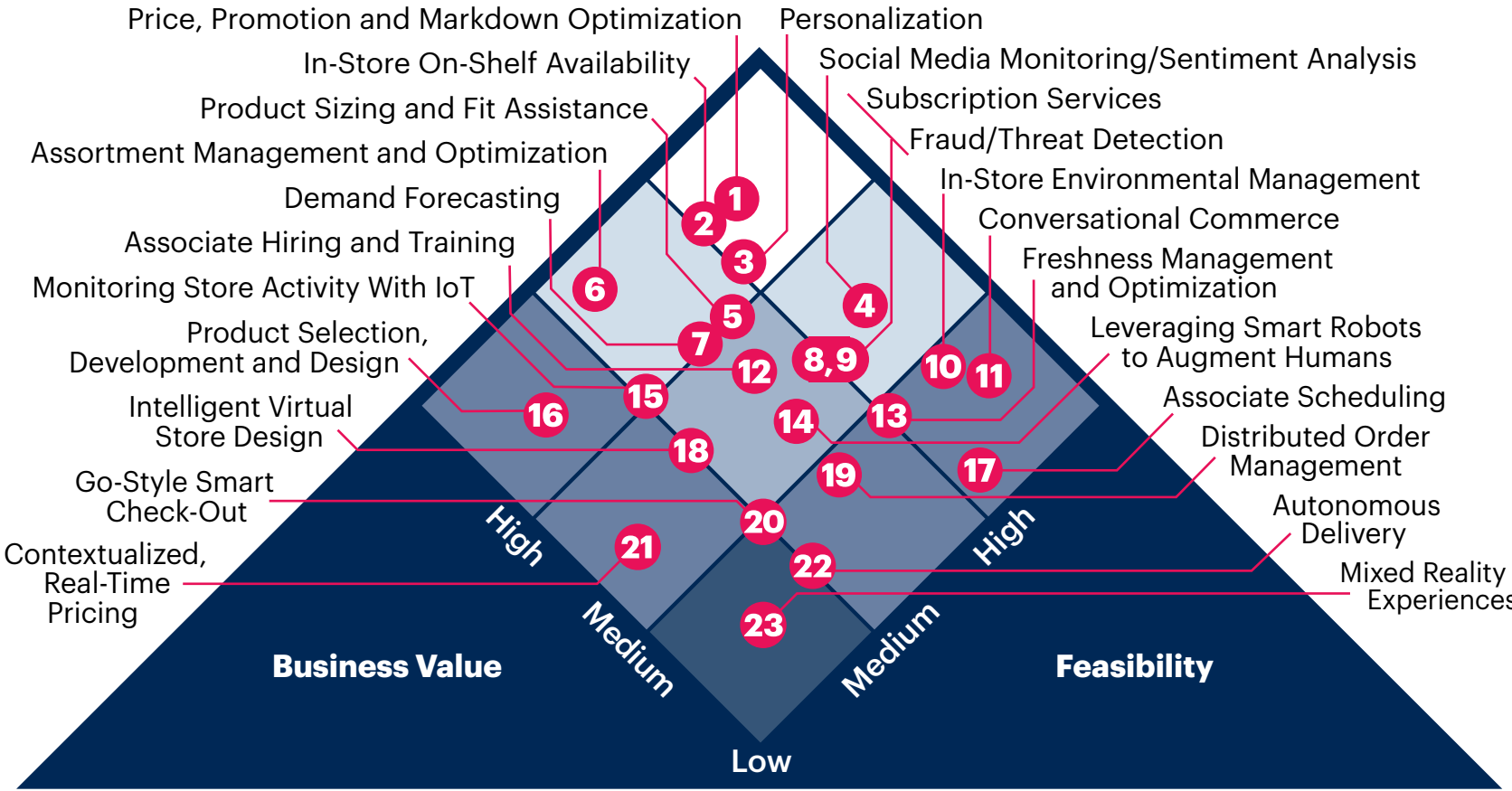


# AI Use Case Prism for Retail



-- Business case is intermittent and doesn't apply to the process spanning the dotted line

		Business Value		Feasibility	
		Cost Reduction <sup>1</sup>	Revenue Growth/Retention <sup>2</sup>	Techno-logical <sup>3</sup>	Nontechnical Feasibility/Organizational/Internal <sup>4</sup>
1	Price, Promotion and Markdown Optimization	Low	High	High	Low
2	In-Store On-Shelf Availability	Low	High	Medium	Medium
3	Personalization	Medium	High	Medium	Medium
4	Social Media Monitoring/Sentiment Analysis	Low	Medium	Medium	High
5	Product Sizing and Fit Assistance	High	Medium	Low	High
6	Assortment Management and Optimization	Medium	High	Medium	Low
7	Demand Forecasting	High	Medium	Medium	Low
8	Subscription Services	Low	Medium	Medium	Medium
9	Fraud/Threat Detection	High	Low	Medium	High
10	In-Store Environmental Management	High	Low	High	Medium
11	Conversational Commerce	Medium	Low	Medium	Medium
12	Associate Hiring and Training	Low	High	Medium	Low
13	Freshness Management and Optimization	High	Low	Medium	Medium
14	Leveraging Smart Robots to Augment Humans	High	Low	Medium	Low
15	Monitoring Store Activity With IoT	High	High	Low	Low
16	Product Selection, Development and Design	Low	High	Low	Low
17	Associate Scheduling	Low	Low	High	Low
18	Intelligent Virtual Store Design	Low	Medium	Low	Low
19	Distributed Order Management	High	Low	Medium	Low
20	Go-Style Smart Check-Out	Low	Low	Low	Low
21	Contextualized, Real-Time Pricing	Low	High	Medium	Low
22	Autonomous Delivery	High	Low	Low	Low
23	Mixed Reality Experiences	Low	Low	Low	Low

<sup>1</sup> Includes management and reduction operational costs associated with labor, inventory, transportation, and facility operations.

<sup>2</sup> Includes maintaining and growing revenue from existing and new sales channels and assisting with customer retention through more precise retailing.

<sup>3</sup> Includes technology availability, ease of use, cost of implementation and phase on the retail hype cycle.

<sup>4</sup> Includes level of organizational disruption, required change management, process implications and adoption.

○ None

◐ Low

◑ Medium

◒ High

● Very High