Leveraging Data for Insight-Driven Actions in Retail: The Power of Conversational AI with Obase Detailer and MicroStrategy AI

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Executive Summary

In the rapidly evolving retail sector, the ability to make quick, data-driven decisions is more critical than ever. Retailers are inundated with vast amounts of data that, if leveraged correctly, can drastically enhance operational efficiency and customer loyalty.

The Obase Detailer, powered by MicroStrategy AI, represents a cutting-edge solution in retail analytics, providing retailers with actionable insights through advanced AI capabilities and conversational interfaces. This white paper explores how the integration of these technologies helps retailers transform data into strategic actions, thus driving better business outcomes.

Introduction

The retail industry faces numerous challenges, including fluctuating customer demands, supply chain disruptions, and intense competition. Traditional data analytics tools often fail to address these issues promptly due to their inability to process and analyze data in real-time.

However, the advent of AI and conversational technologies in business intelligence (BI) tools has revolutionized this landscape. Obase Detailer, integrated with MicroStrategy AI, offers a robust solution by enhancing data analytics with AI-driven insights and intuitive conversational interfaces, making advanced data analysis accessible to all levels of retail management.

DTLR
ANALYTICS DRIVEN PLATFORM

OBASE
DETAILER

Powered by MicroStrategy® AI

Obase Detailer is an innovative retail analytics solution that combines the analytical strengths of MicroStrategy's AI capabilities with Obase's deep industry knowledge and technological expertise. This powerful combination enables Detailer to provide comprehensive, real-time analytics that is crucial for making informed decisions in today's dynamic retail environment. Where Standard AI might simply identify a stock-out situation, Detailer AI goes further by analyzing the underlying causes and suggesting specific remedial actions.

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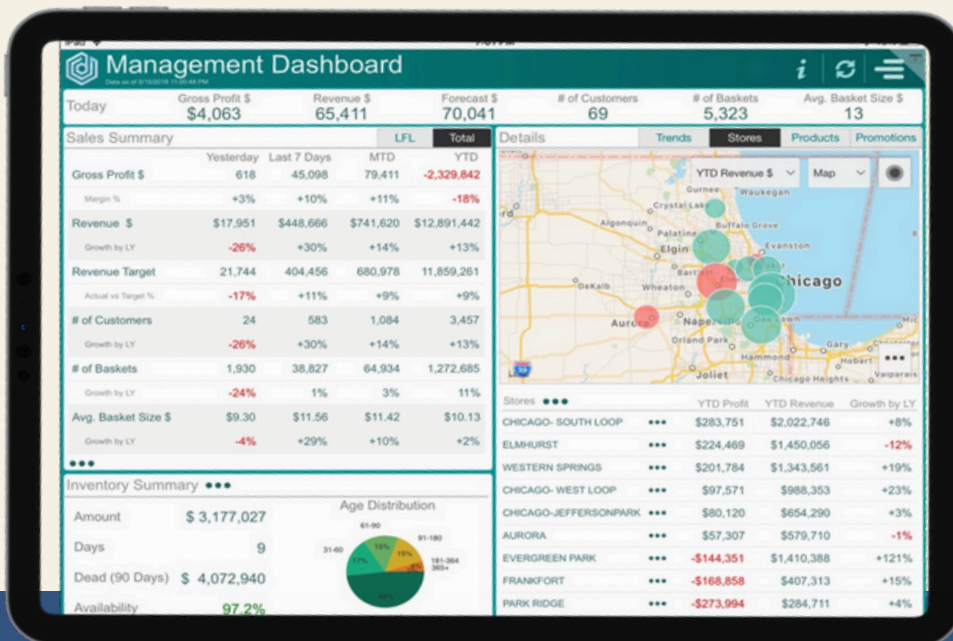
Detailer's AI functionalities include predictive analytics, real-time decision-making support, and automated insight generation, all accessible via a user-friendly conversational interface.

MicroStrategy AI Features

Leveraging MicroStrategy's advanced AI capabilities and semantic layer, Detailer offers enhanced data processing, anomaly detection, and natural language processing, which simplifies complex data queries and interactions.

Trusted Actionable Insights: Detailer utilizes a sophisticated AI model that interprets data and provides actionable insights and prescriptive recommendations. This model integrates seamlessly with MicroStrategy's Semantic Graph, enhancing the conversational capabilities that allow all decision-makers in field operations.

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"Built on the MicroStrategy platform and taking advantage of its AI features, Obase Detailer offers a unique solution purposefully developed for the retail industry. Obase and their customers are already seeing ROI in the areas of Inventory Management, Demand Forecasting and Campaign Management."

Mel Zeledon, MicroStrategy | Executive VP of Alliances and Transformation

Your Knowledge Base

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ADVANTAGES OF AI-POWERED RETAIL ANALYTICS

Actionable Insights for Inventory Management:

- AI identifies critical inventory issues, such as stock-outs or overstock conditions, and automatically suggests optimal replenishment strategies.
- Real-world application: A major retail chain utilized Detailer to reduce stock-outs by 25%, significantly boosting customer satisfaction and sales.

Enhanced Campaign Management

- Detailer's conversational AI capabilities enable marketers to quickly gather insights and adjust campaigns based on real-time data analysis.

Impact example: Through targeted campaigns informed by Detailer's analytics, a retailer saw a 30% increase in campaign ROI.

Predictive Analytics for Demand Forecasting:

- Utilizing historical sales data and market trends, Detailer forecasts future demand to optimize inventory levels.
- Benefit: A fashion retailer used Detailer to adjust their inventory in anticipation of changing fashion trends, resulting in a 20% reduction in markdowns.

''Obase Detailer helped us reduce the number of stock days from 37 to 31 and increased in-store stock availability from 97.3% to 98.6%. With advanced planning and order forecasting capabilities, we achieved a shrinkage reduction of up to 60%.''

SOK Market | Supply Chain Director

Detailer's conversational interface on MicroStrategy AI allows users to interact with the system as if they were speaking to a human analyst. This section includes:

CONVERSATIONAL AI IN ACTION

Trusted AI

Trusted insights and actions on MicroStrategy AI with business questions, predictive models & KPIs, and business rules of Detailer

ACTIONABLE INSIGHTS WITH DETAILER
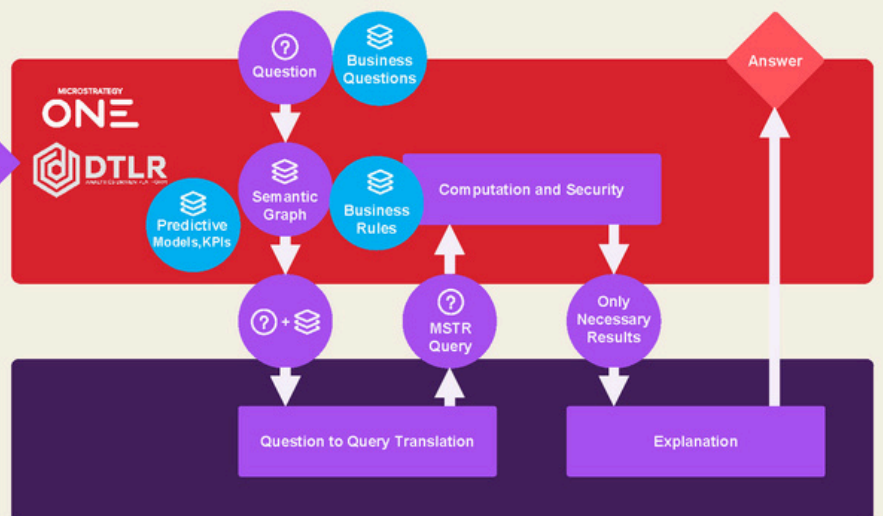
Trusted AI with
DETAILER

The following data results demand immediate actionable insights. We will conduct a comparison between the standard AI results, which lack a semantics layer, business rules, and predictive engine, and those produced by Detailer.

When a metric value of a product is requested for interpretation by the store manager profile, Standard AI explains what that KPI signifies, whereas Detailer AI generates suggestions for the store clerk regarding the reasons behind this metric value and the actions they can take.

METRIC	STANDART AI	DETAILER AI
Stock value of B is 0	Product B's stock level is zero, indicating that it is currently out of stock. This suggests that the supply processes for Product B may need to be reviewed.	• The stock value of the product is 12.0. • The product is sold out and the sales loss is $424. • The reason for the product selling out is that no order was created. • Action: Changing the Order
Stock value of A is -2	If the stock quantity of a product is negative, for example -2, this usually indicates a supply chain or inventory management problem.	• It means that more exit movements are made than entry movements. • Entry-exit movements should be controlled. • Stocks should be corrected by counting products
List of products that sold in the last 7 days but not yesterday.	If a product has sold within the last 7 days but not yesterday, this situation could indicate a change in sales trends or an unexpected circumstance.	• Products may not be physically in the store; they must be counted. • The products are in the store but may not be in a sellable condition, they should be checked. • Products may not be placed in the correct place on the shelf; shelf alignment should be checked. • The price tag of the products may not be correct, it should be checked.

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Retail questions resolvable through AI

By using AI to focus on answering easy questions to get to faster and more effective decision making while human agents can apply themselves to more complex problems:

- **What is the reason for the change in Retail sales?**
- **What are the key KPIs that affect sales?**
- **What are the factors affecting my profitability?**
- **Compare my stores' revenue by profitability, sales, size, and stock.**
- **Individual Store Performance and Comparisons**
- **Campaign tracking stats and ROIs**
- **Detection of frauds and anomalies**
- **Reduction of excess stock and stockouts**

"We disrupted the concept of the store manager's office and recreated an office on iPad and the sales floor. We selected the MicroStrategy Mobile Platform for this project and counted on our long-time partner Obase for the whole process. We have been working with Obase for 20+ years, to deliver projects with operational excellence and innovation outcome of great teamwork."

MIGROS| CIO

Key Features of Obase Detailer

- Unified Data Model and Business Dictionary: Ensures consistency across all data sources, enhancing data integrity and reliability.
- Advanced Analytics Capabilities: Combines BI and AI to deliver forecasting models and real-time analysis, enabling quick and informed decision-making.
- Customizable Dashboards and Reporting: Offers ready-to-use dashboards and industry-standard KPIs that can be customized to meet specific retail needs.
- Comprehensive Data Integration: Incorporates a wide range of retail operations from omnichannel and eCommerce analytics to CRM and loyalty management.

## Integrating and Implementing Obase Detailer in Retail Environments

Obase Detailer functions as a comprehensive data-driven decision-making platform tailored for retailers, providing actionable insights that support both real-time operational decisions and long-term strategic planning. With its data-driven BI platform, Obase Detailer helps retailers enhance customer loyalty, optimize stock levels, improve seller performance, and increase campaign returns through reliable decision-making processes.

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Implementation Process

The implementation of Obase Detailer is designed to be fast and efficient, with cloud readiness ensuring flexibility across various computing environments. Retailers can start with a 30-day trial period featuring Auto Express-based setups and customer loyalty data, focusing on AI features to provide an initial touchpoint with the retailer.

After the initial trial period Detailer implementation can start from one of the basic modules or modules in the inner circle below and can expand based on a roadmap agreed with the customer.
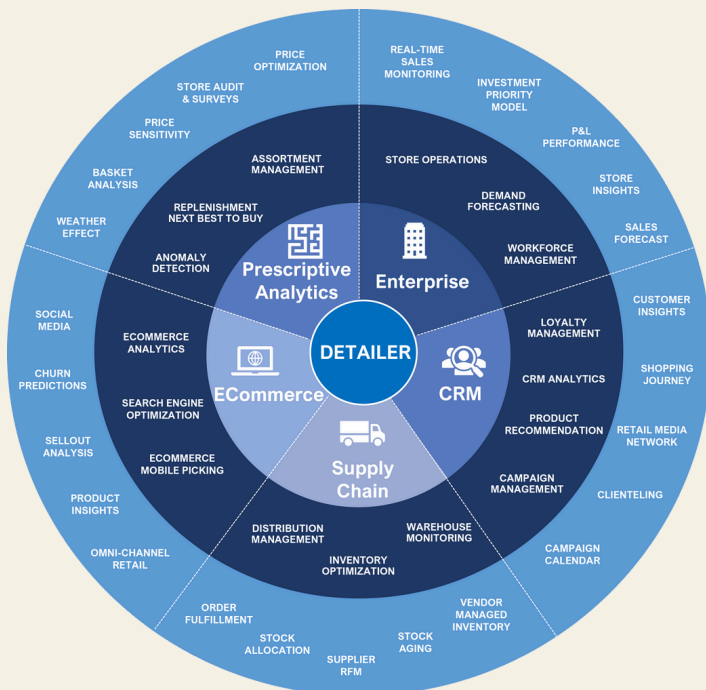
A Data-Driven BI Platform that helps retailers make reliable decisions.

DETAILER

Business Outcomes

Deploying Obase Detailer enables retailers to achieve significant business outcomes:

Enhanced Sales and Conversion Rates:

Stores see an increase in sales volume and conversion rates due to optimized operations and targeted marketing strategies.

Reduced Overstock and Out-of-Stock Instances:

Detailed analytics help manage inventory more effectively, reducing costs associated with overstock and minimizing lost sales due to stockouts.

Accelerated Decision-Making:

The integration of real-time analytics significantly speeds up the decision-making process, making operations more agile.
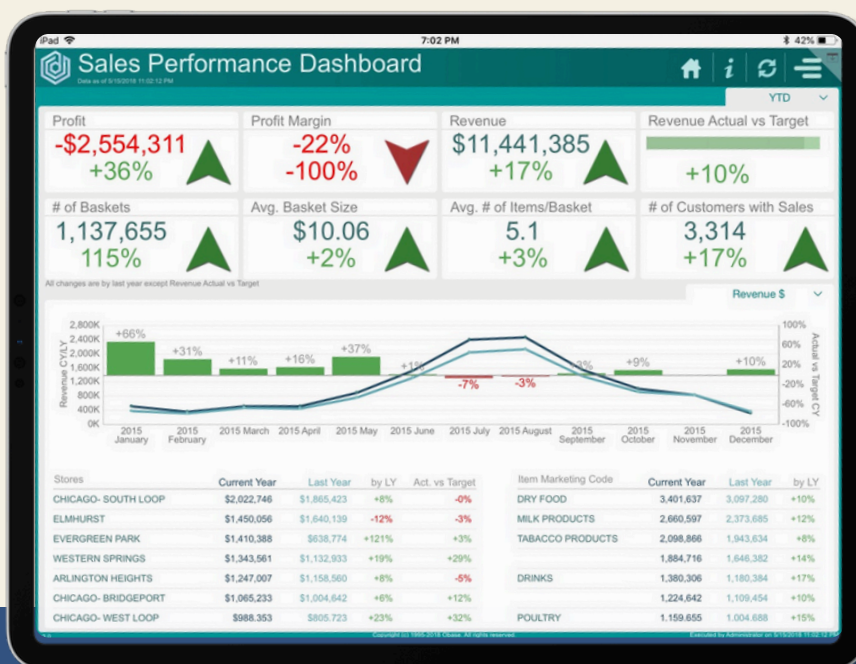
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Key Customer Success Metrics

15%+   faster <u>decision making</u>

2%+   increase in <u>sales</u>

4%+   increase <u>conversion rates</u>

8%+   decrease in <u>overstocks</u>

3%+   decrease in <u>out-of-stocks</u>

20%+   reduction in <u>markdowns</u>

4%+   increase in sel<u>ler performance</u>

7%+   decrease in <u>fraud</u>

15%+   increase in <u>campaign returns</u>

5%+   recovery of 5%+ of <u>lost customer</u>

2%+   increase <u>ROI</u> of Campaigns

''Detailer CRM enabled us to deliver personalized campaigns by unifying and integrating customer data from various sources into a single, cohesive structure. The comprehensive dashboarding and reporting capabilities of Detailer CRM allowed us to track performance, trends, and the distribution of over 3,000 KPIs effectively.''

IPEKYOL| IT & E-Commerce Director

FUTURE TRENDS AND DEVELOPMENTS IN RETAIL ANALYTICS

The digital transformation is profoundly reshaping retail, driven by evolving customer expectations and technological advancements. Today's consumers demand convenience, personalization, and seamless experiences across all shopping channels, reflecting a shift toward unified commerce. This model integrates physical and digital touchpoints, ensuring frictionless interactions whether the journey begins online or in-store.

We see two major trends effecting the use of Retail Analytics.

1. Predictive Insights Through AI and Machine Learning:

AI and machine learning are at the forefront of transforming retail analytics by enabling more accurate predictions and actionable insights. As these technologies evolve, they are becoming increasingly adept at processing large datasets to identify patterns, trends, and anomalies that would be imperceptible to human analysts.

- **Enhanced Demand Forecasting:** Machine learning algorithms can predict future customer behaviors based on historical data, seasonal trends, and real-time inputs from across the retail ecosystem. This allows retailers to optimize inventory levels, anticipate market shifts, and better prepare for promotional activities or peak shopping periods.
- **Personalized Customer Experiences:** AI is enhancing the personalization of customer interactions by learning individual preferences and shopping habits. This enables retailers to offer customized product recommendations, targeted marketing messages, and personalized shopping experiences that increase customer engagement and loyalty.
- **Operational Efficiency:** AI-driven analytics help streamline operations by automating routine tasks such as pricing adjustments, replenishments, and even complex supply chain decisions. This not only reduces the likelihood of human error but also frees up resources that can be redirected toward strategic initiatives.

We see two major trends effecting the use of Retail Analytics.

## 2. Integration of Augmented Reality with BI Tools:

Augmented reality (AR) is emerging as a transformative technology for retail, offering unique ways to enhance both the customer shopping experience and the retailer's ability to display products.

- **Interactive Product Displays:** AR can integrate with BI tools to provide customers with interactive displays that show how products might look in real life, such as clothing items on a virtual avatar or furniture in a home setting. This technology not only enhances the customer's shopping experience but also provides retailers with valuable insights into customer preferences and behaviors.
- **Enhanced Data Visualization:** AR can transform traditional analytics dashboards into dynamic 3D models of retail operations. Retailers can virtually walk through their store layouts or supply chain operations, observing real-time data overlays that display sales performance, customer foot traffic, or stock levels. This immersive approach can lead to a more intuitive understanding and management of complex data.
- **In-Store Navigation and Marketing:** Integrating AR with BI tools can guide customers within physical stores via their mobile devices, leading them to desired products and providing personalized promotions as they navigate. This use of AR not only improves the shopping experience but also optimizes in-store marketing strategies.

FUTURE TRENDS AND DEVELOPMENTS IN RETAIL ANALYTICS

Integration of AI, machine learning and AR

As retailers continue to adopt these advanced technologies, the integration of AI, machine learning, and AR with BI tools will not only become more sophisticated but also more critical in maintaining competitive advantage. Retailers that effectively harness these technologies will be well-positioned to lead in innovation, customer satisfaction, and operational efficiency.
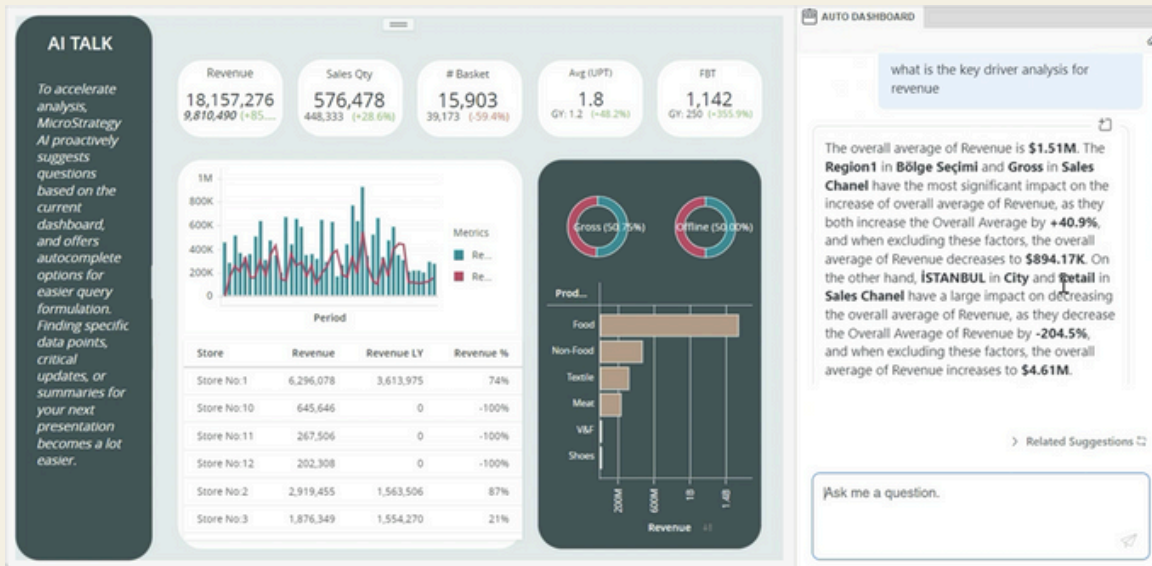
Conclusion

The integration of Obase Detailer with MicroStrategy AI has set a new standard for retail analytics. As demonstrated throughout this white paper, this powerful combination not only provides deep insights through predictive analytics but also enhances the user experience with intuitive conversational interfaces. Retailers who adopt this technology can expect significant improvements in inventory management, customer engagement, and overall decision-making processes.

The dynamic nature of retail demands constant innovation and adaptability. With Obase Detailer, retailers are equipped to anticipate market trends, respond to customer needs proactively, and optimize their operations efficiently. This technology enables a more granular understanding of data, translating into strategic actions that can pivot as quickly as the retail landscape changes.

Retail is not just about managing transactions; it's about creating experiences and building customer loyalty. Obase Detailer's advanced AI capabilities ensure that retailers can meet their customers' expectations more consistently, which is crucial in an increasingly competitive market. The ability to analyze and act on data in real time is no longer a luxury but a necessity for retailers looking to thrive.

ARE YOU READY TO TRANSFORM YOUR RETAIL OPERATIONS WITH THE CUTTING-EDGE CAPABILITIES OF OBASE DETAILER?

MICROSTRATEGY PARTNER

Don't let your business fall behind by relying on outdated analytics tools. Join the ranks of top-performing retailers who are harnessing the power of advanced AI and conversational intelligence to drive growth and profitability.

As a proud partner of MicroStrategy, Obase leverages the advanced capabilities of MicroStrategy AI to deliver exceptional retail analytics solutions. This partnership ensures that our clients benefit from cutting-edge technology backed by one of the leaders in business intelligence. The integration of MicroStrategy's robust analytics platform with Obase Detailer guarantees reliable, actionable insights that drive real business outcomes.

Contact Obase Today

Schedule a personalized demonstration and see firsthand how our solutions can tailor to your specific needs. Whether you're looking to enhance inventory management, optimize marketing campaigns, or improve customer satisfaction, Obase has the technology and expertise to help you achieve your goals.

Visit

www.obase.com or email us at info@obase.com to learn more about our products and how we can assist in the evolution of your retail strategy. Let Obase help you unlock the full potential of your retail data and turn insights into actions that deliver real business outcomes.

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