

# From Data to Revenue: Powering Merchandising with MicroStrategy AI

## Journey with MicroStrategy AI

Retailers are increasingly leveraging AI-powered bots to enhance merchandising management. In this real-life scenario, a large retailer teamed up with MicroStrategy to develop a customized AI bot within just six weeks. MicroStrategy worked hand-in-hand with the retailer's merchandising and supply chain business users to define the use case, gather data, build the AI Sales Bot, and test and enhance the bot's usability.

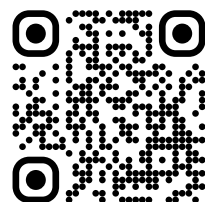
The AI Sales Bot quickly proved its value, significantly improving the efficiency of weekly executive meetings by providing instant insights into sales and inventory. Its success was amplified by an AI adoption program, which quickly expanded user engagement from eight initial users to thirty individuals across multiple departments, ultimately driving broader AI adoption strategy across the organization.

## Business Challenge

This large retail organization faced significant challenges in efficiently gathering and analyzing sales and inventory data, relying on a complex process of navigating through multiple dashboards and filters. They struggled with promptly identifying detailed sales and inventory information, optimizing promotions, understanding shifting customer trends, enhancing forecasting accuracy, and tracking sales anomalies in granular detail, impacting their ability to make informed decisions.

## Solution

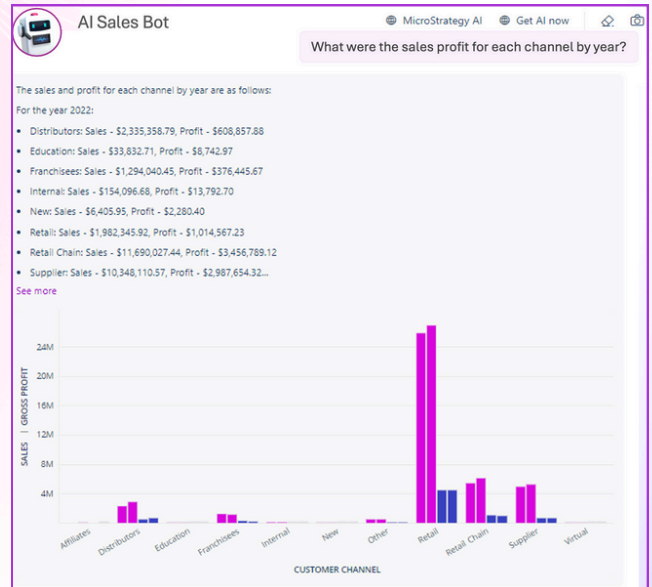
Developed in just six weeks, the AI Sales Bot can assist with providing an instant answer on top-selling categories, brands, and items, along with inventory availability and days of supply. It can analyze discount rates across different categories, brands, and channels, enabling more targeted pricing strategies to drive revenue and profitability. The retailer can now optimize their strategies, identify trends, and allocate resources more effectively.



# Sample Questions that Business Users Can Ask an AI Sales Bot

## Sales and Profit Analysis

- *What were the sales and profit for each channel by year?*
  - *Key drivers influencing sales and profit?*
- *What were the top 10 selling items for each channel?*
  - *Key drivers influencing top selling items?*
- *What were the top/bottom performing sales regions and stores by period (week, month, year)?*
  - *Key drivers influencing performance?*



## Sales Forecasting

- *What is the sales forecast for each channel?*
- *What is the sales forecast for each region and store?*

*"We recognized the value of the AI Sales Bot in the first few weeks as it significantly enhanced our ability to identify sales and inventory information for our weekly executive meetings. We particularly appreciated the detailed insights and anomaly tracking the bot provided."*

**-Merchandising Team**

## Product and Brand Analysis

- *What were the top selling categories for each channel?*
  - *Average discount rate for each top selling category?*
- *What were the top selling brands for each category and what are their discount rates?*
- *What were the top selling brands for each channel and their discount rates?*
- *What was the average discount rate for each top selling brand for each category?*

## Promotions and Inventory

- *What are the upcoming sales promotions?*
- *What is the available inventory for upcoming sales promotions items for each channel?*