

AI in Retail Operations

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\$14B -> \$62B

Global AI spend in retail: 2025 to 2034

\$5B

NA in 2024



Agenda

- Use cases in retail operations
- Breaking down data siloes
- Driving business outcomes impact in operations



Use cases in retail operations

Customer experience

- Pre – purchase: search, product recommendations, product description/ research, virtual try on, personalized targeting
- During fulfillment: WISMO, substitutions, chat
- Post purchase: Customer support, Refunds, Billing, survey insights

Supply Chain

- Demand forecasting
- Inventory management
- Merchandising
- Last mile logistics

Workforce efficiency

- Labor scheduling
- Task management
- Predictive maintenance
- Process compliance
- Onboarding, training, knowledge management

Fraud prevention

- Fraud detection
- In-store surveillance
- Self checkout monitoring

Analytics & reporting

- Conversational BI
- Driver analysis
- Customer segmentation

Pricing and promotions

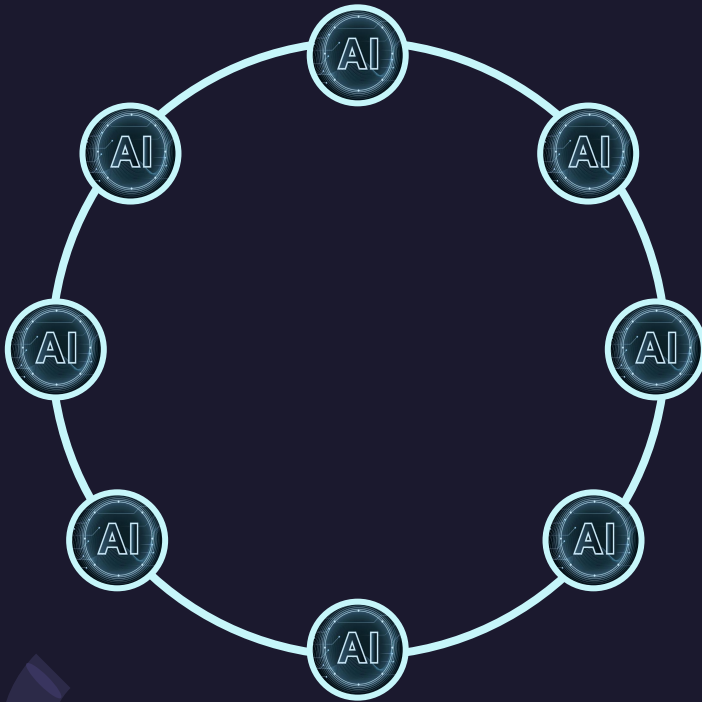
- Dynamic pricing
- Personalized promotions

To implement these use cases, there needs to be a unifying data layer to break down siloes

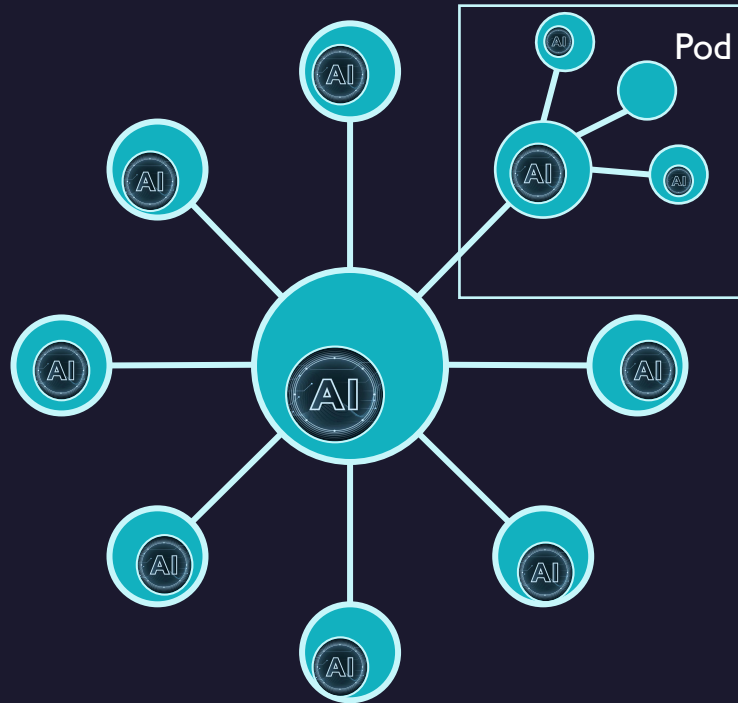


Different org structures may work in different scenarios

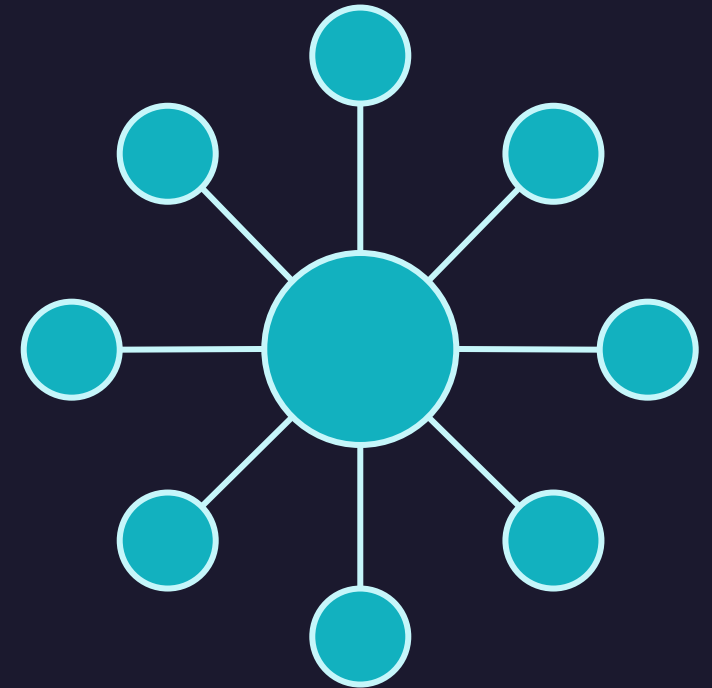
Decentralized



Hybrid

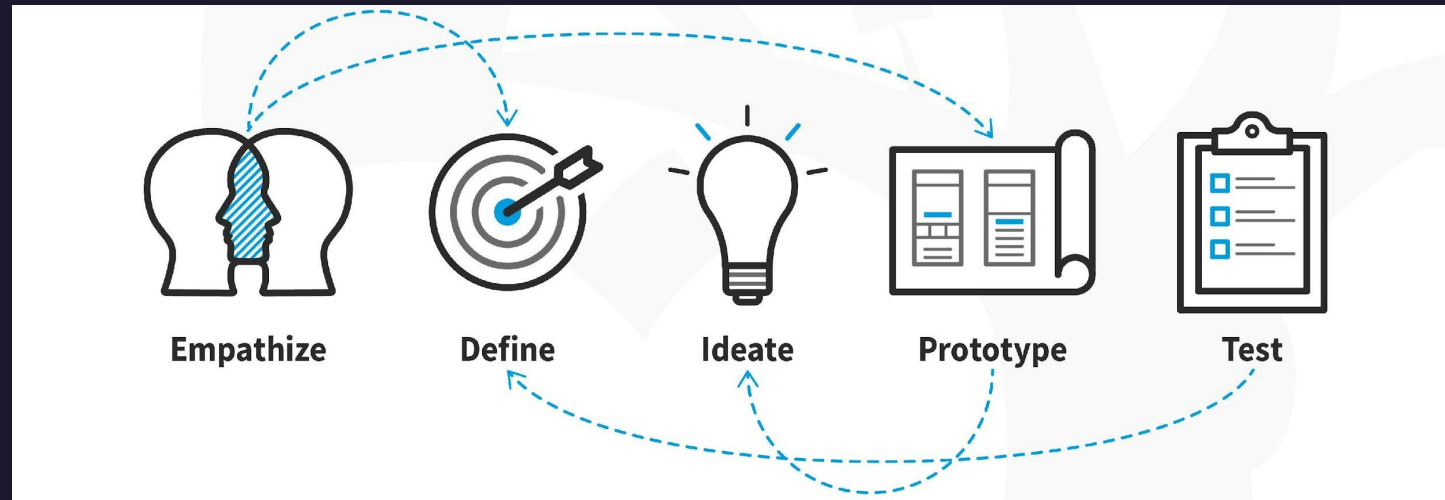


Centralized

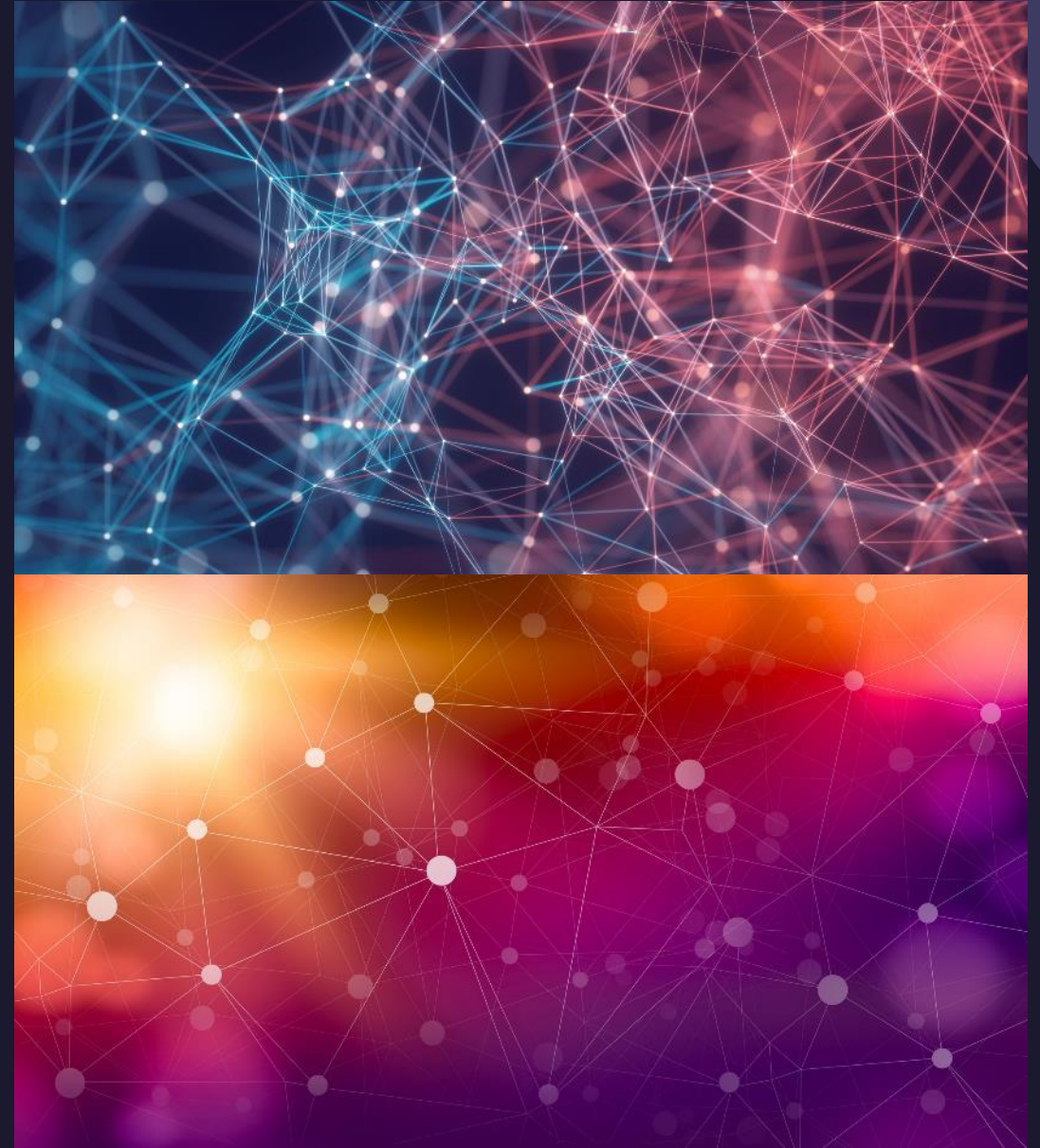


Driving operational impact needs empathy for operators as well as customers

- Design thinking: Understand day to day, involve users in building, incorporate regular feedback
- Actionability: Embed in business processes, pointed recommendations vs analytical outputs
- Do not lose sight of customer experience



Questions



Sources

- <https://www.gartner.com/en/information-technology/topics/ai-strategy-for-business>
- <https://www.interaction-design.org/literature/topics/design-thinking>
- <https://www.aimresearch.co>
- <https://learn.microsoft.com/en-us/azure/cloud-adoption-framework/innovate/best-practices/trusted-ai>
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