

# How AI allows us to “chat” with our data & which is the hottest skill in retail right now?

# Who we are.

## OUR MISSION

*Help retailers and brands collaborate more effectively through data and drive mutual growth*

NETWORK

10

COUNTRIES

200+

BRANDS

35

RETAILERS

# Partners with leading brands and retailers.

## BRANDS



L'ORÉAL



HALEON



Perrigo



Colgate

DIAGEO

Coca-Cola



## RETAILERS



mifarma

APONEO

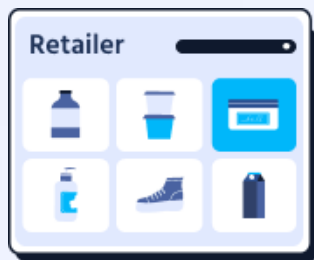
skroutz

Santédiscount  
by atida

EMEDS



MediaMarkt



## Retailers

Commitment to an elevated partnership with brands. Comprehend consumer behaviour and category trends to drive growth strategy.



## Brands

Optimise their products, activations and media strategy as well as all aspects of category management.

**Insights help shape the partnership  
between brands and retailers**



## The Power of Retailer Insights

Retailer insights provide brands with a deeper understanding of their customers and the market so that they can make informed decisions that lead to increased sales and success.



### Customer Preferences and Behaviours:

Brand loyalty, purchasing habits, bundle choices.



### Market Trends:

Popular product categories, seasonal changes.



### Benchmarking:

Market share, pricing strategies, hero products.



# There is only one problem

BRANDS HAVE **LIMITED CAPACITY**  
FOR INSIGHTS AND ACTIONS

- TEAM
- TIME

# Sales Decomposition

# Sales Deco

## Sales Drivers

Company Account  
DEMO - PARTNER

Retailer  
retailer.com

### Sales Decomposition

Omni-channel Source  
1 sources

Category  
All categories

Brand  
All brands

Product  
All products

Segment  
All segments

Identify the key factors impacting your company's performance.

#### Your top category drivers

Which products are responsible for driving sales in your top-performing category?

#### Your category impact

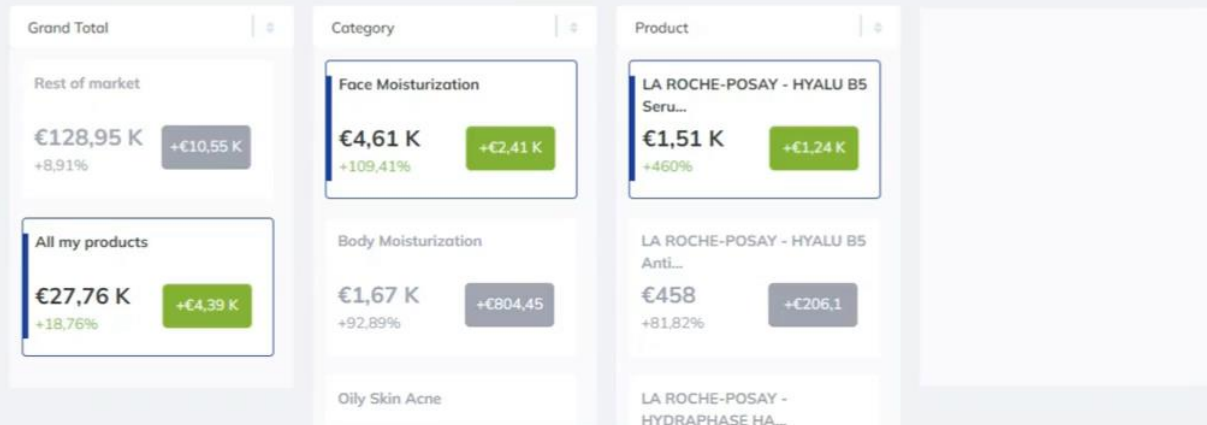
Which categories had the most significant impact on your overall performance?

#### New analysis

Create a custom dimensional analysis by selecting dimensions and nodes to understand performance drivers.

#### Dimensional analysis

Use dimensional analysis to find the most impactful dimension affecting sales, and the KPI tree to identify the most significant contributing factor.



Welcome to Sales  
Decomposition: a  
page designed to  
help you understand



**But with the surge of AI  
the game has changed**

# Chat with your data

Ch  
dat

# What's the new hot skill in retail?



# What's the new hot skill in retail?

## PROMPT ENGINEERING

**Prompt engineering** is the process of structuring text that can be interpreted and understood by a **generative AI** model.<sup>[1][2]</sup> A **prompt** is **natural language** text describing the task that an AI should perform.<sup>[3]</sup>



# NOT SO GOOD PROMPT

💬 How can I improve my market share?"

## BETTER PROMPT

💬 I manage a mid-sized online retail store specializing in eco-friendly home goods. We **currently hold a 10% market share** in the North American region. Our **main competitors have been successfully using social media** marketing and influencer partnerships to enhance their brand presence. How can we strategically improve our market share over the next year, considering our **strengths in product quality and customer loyalty**, while also optimizing our digital marketing efforts?

- ★ Specificity
- ★ Contextual Background
- ★ Clear Objective
- ★ Focus Areas



**Thank you -)**

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