

Gen AI for Retail: Getting the Right Product, to the Right Shopper, at the Right Time.

SparkBeyond's 'Always Optimized' AI platform moves beyond static forecasts and one-time analyses to unlock new sources of margin and growth for leading global retailers.

Deploy pilots in 4-5 weeks with measurable KPI impact.



THE MODERN RETAILER'S DILEMMA



Assortment Optimization

One-size-fits-all assortments missed local demand, causing lost sales and excess stock.

Result: €15M margin gain through hyper-localized packs tailored to each store's demographic and behavioral profile.



Store Location Selection

200 new stores underperformed; required smarter, data-driven expansion.

Result: 1,300+ high-profit locations found by revealing non-obvious success factors like proximity to laundromats and fast-food chains.



Demand Forecasting

Needed long-range forecasts to improve planning and franchisee goals.

Result: 90%+ accuracy for 4,500+ stores up to 15 months ahead, accounting for factors like maturity and closures.



Customer Segmentation

Needed to identify high-value customers but lacked an analytical approach.

Result: 6 value-based segments in one week from 3 years of data, uncovering key churn indicators and behaviors.

THE SPARKBEYOND DIFFERENCE

We go beyond human analysis to uncover the hidden drivers of growth that traditional methods miss.



Fuse All Data

Combine your internal with vast external sources for a complete market view.



Find What Matters

Our AI tests millions of hypotheses to reveal what truly impacts your KPIs.



Stay Always-Optimized

Turn insights into action and continuously adapt as conditions change.

PARTNERS



Microsoft

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