

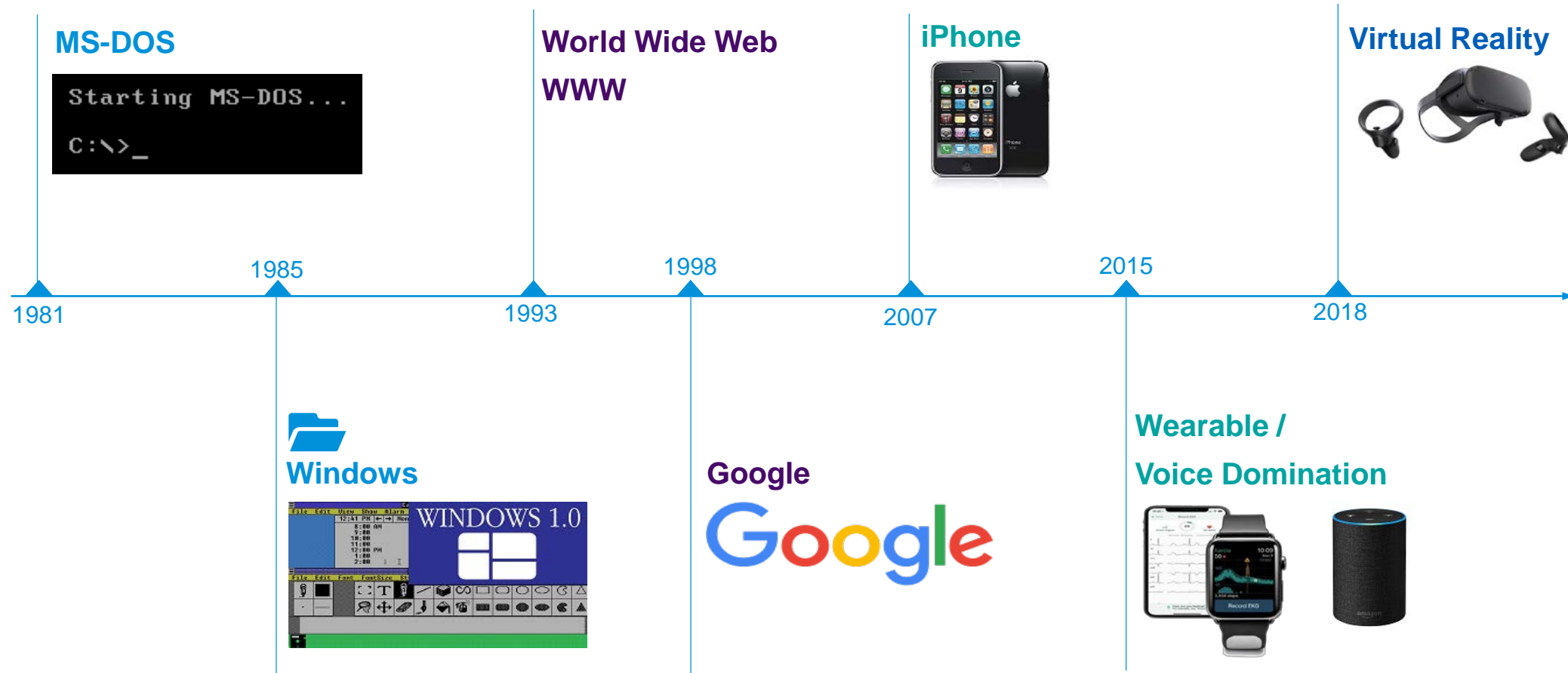


Data Driven Retail

June, 2020



Chronology



Recent Data and AI developments

Self-driving cars

- In 2009 Google built the first car which drives itself.
- Tesla hopes that in the near future self-driving cars will be the norm on roads all over the world



Intelligent computer programmes

- In 1997 IBM's DeepBlue programme beat the world champion chess player.
- 20 years later, in 2017, Google's AlphaGo programme beat the No.1 Go player
- This marked a significant milestone in the development of Data and AI.



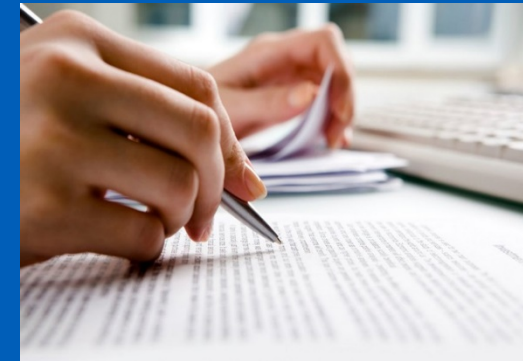
Radiology

- In certain areas of radiology, Data Management and AI has already proven capable of generating parts of the radiological report.

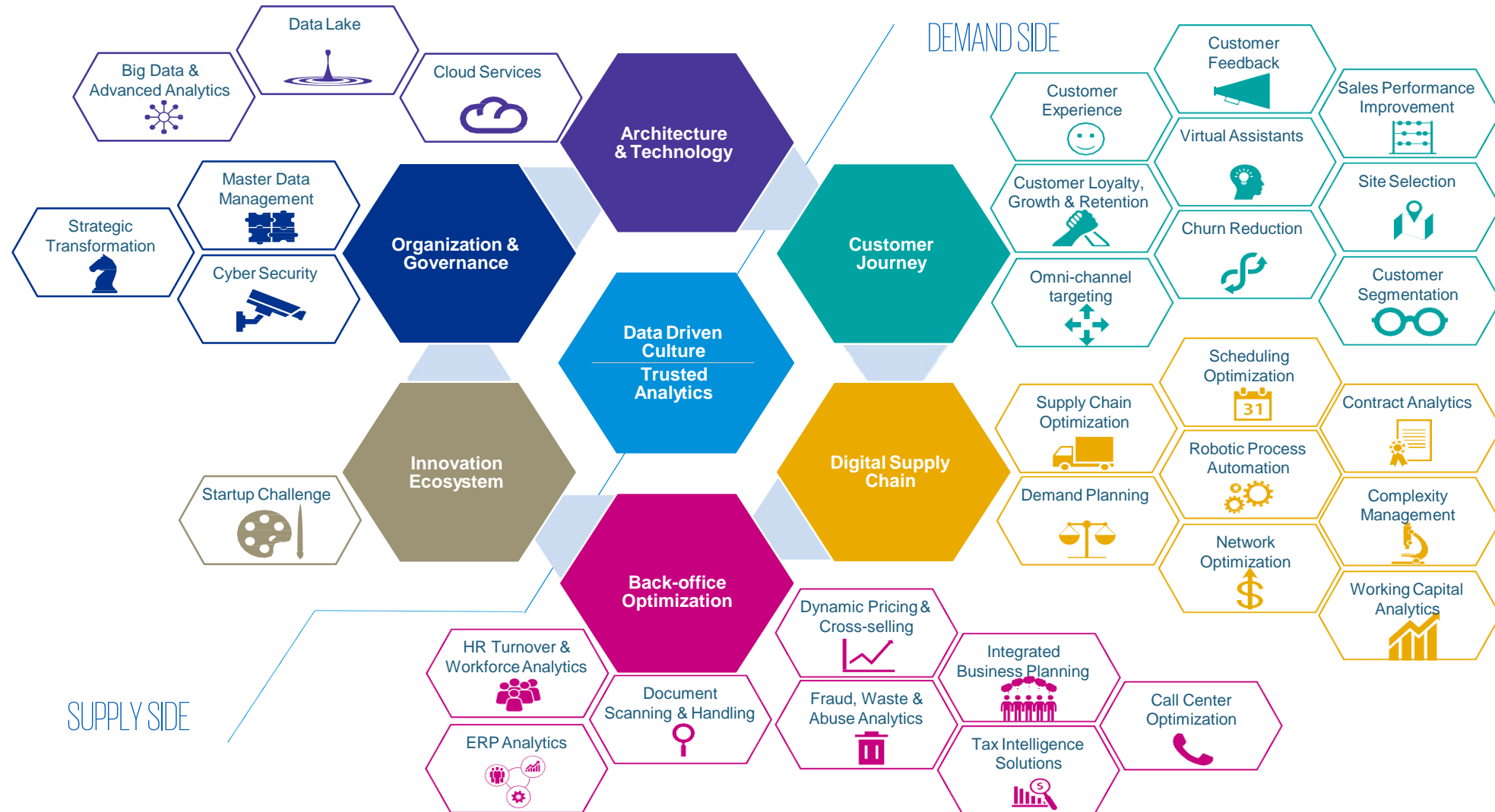


Law

- Law firms have started using Data and AI systems to extract data, a process that usually would take a small team of junior lawyers and paralegals weeks, is now done in minutes.



7 strategic pillars of a data driven retail organization



COVID-19: The end of Predictive Analytics in retail market?

Predictive Analytics



Predictive Analytics are typically approach by most retailers by using past data to forecast and determine which products to promote and at what prices.

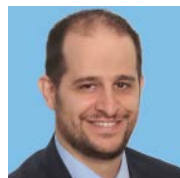


The Challenges

- Adapt the existing advanced analytics algorithms by adding more agility.
- Build your statistics based on more recent and dynamic data.
- Use advanced visualizations and closely watch day-to-day measures.
- Leverage Medical health data.
- Adopt Cloud solutions
- Build robust Natural Language Processing solutions.



Thank you



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