Retailers... lots of data. Not enough answers.

- ✓ **Dashboards everywhere. Decisions... not so much.**
- ✓ **Teams debate which number is "real".**
- ✓ **AI pilots stall. Margin still sulks.**

Let's bring AI to your data and get your margin moving.

The case of the missing margin

- Stores are buzzing, online's booming...

- yet margin is wafer thin.

- Where's the leak?

Retail reality check

Sales trending up

Margin flat

![SYNAPTYX — DELIVERING REAL BUSINESS IMPACT WITH GENAI]

The usual suspects

POS, e-com, supply, returns... all in different rooms.

Promos overlap, markdowns bite, returns spike.

Conflicting reports. Slow decisions. Money left on the shelf.

It's not a data shortage. It's a clarity shortage.