SYNAPTYX

DELIVERING REAL BUSINESS IMPACT WITH GENAI

AI in Retail: From Hype to Real Value

What's working.
What's not.
And how to unlock
ROI at scale.



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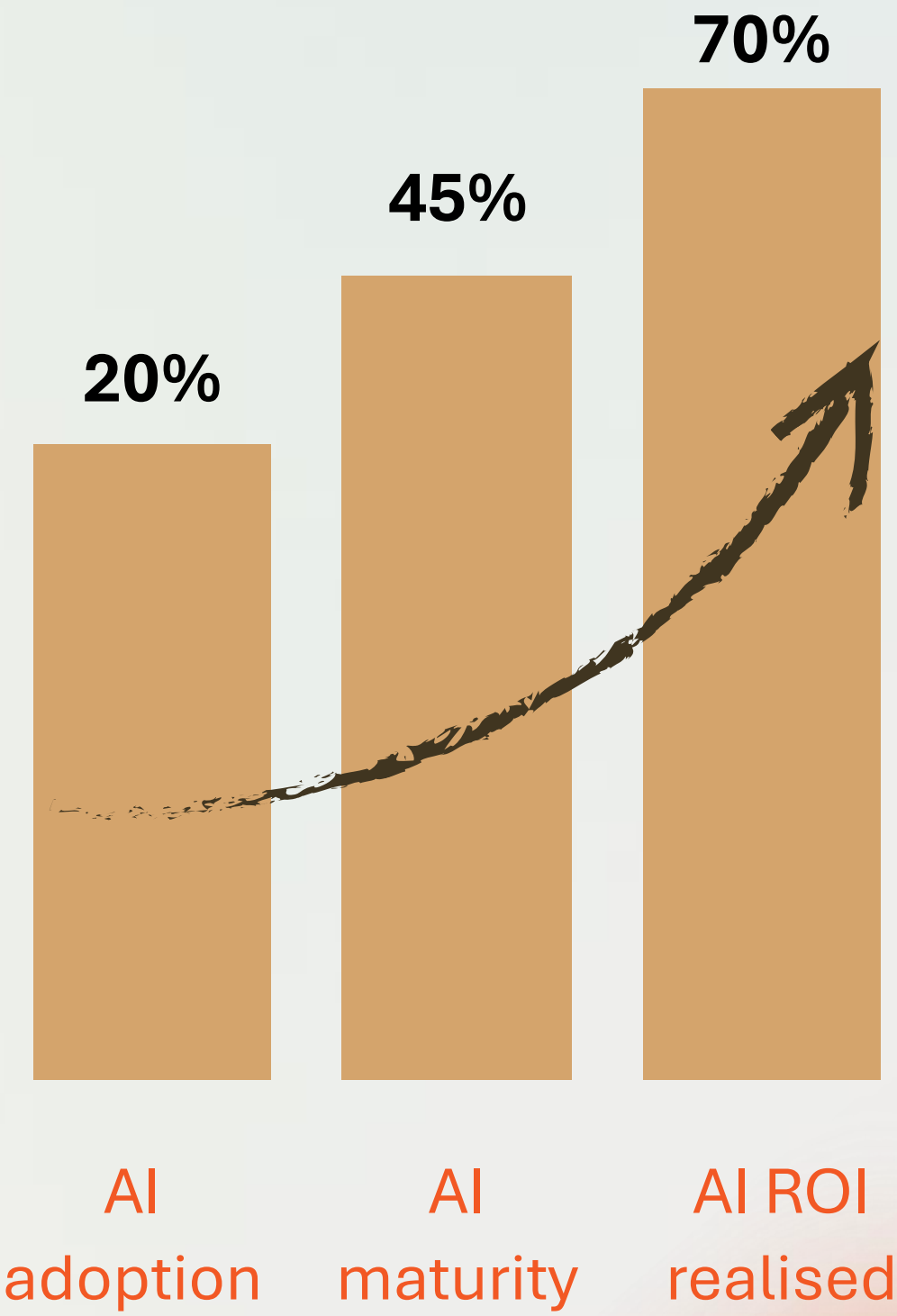
The AI Opportunity in Retail

AI isn't a nice-to-have. It's the next retail advantage

- "*AI in retail to reach $55B by 2030 (28.7% CAGR)*"– Gartner

- 35% of Amazon sales come from AI-powered recommendations

- "*Personalised CX drives up to 40% revenue growth*" – BCG



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What's Working Today

Retailers seeing value are doing these 3 things:



Forecasting demand

65% fewer stock-outs, 10% lower inventory



Dynamic pricing

10-15% profit lift using ML-driven promotions



Hyper-personalisation

20-30% revenue lift from AI-led targeting

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What’s Holding Retailers Back

Why 7 in 10 AI pilots never scale

The Unkept AI Promise

Fragmented data, poor governance

Data / ROI / Skill Gaps

No clear business case or ROI mapping

Pilot Purgatory

Skill & adoption gaps across functions

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From Pilots to Profits

Scaling AI means rethinking how you implement it

- Start with outcome-first use cases
- Build an AI-ready data foundation
- Think small → scale fast → track value



*This is where **SynaptyX** accelerates retail AI journeys.*

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What Leading Retailers Do Differently

The best don't just use AI–they embed it

Isolated tools



Outcome-linked AI



- Tie AI to real metrics (sales uplift, CAC, retention)
- Bring business + tech teams together
- Use modular, agile AI accelerators - not monolithic platforms

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Why SynaptyX

Why retailers choose SynaptyX as their AI co-pilot

Outcome-first playbook

Fast-track accelerators

Business + Data + AI

3–6 month ROI focus

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Ready to make AI work harder for your retail business?

Let’s explore where value can be unlocked in weeks, not years.

DM / Email Us



Contact us : corp@synaptyx.ai