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Bring AI to Data - Not Data to AI

Why Retail AI needs a rethink

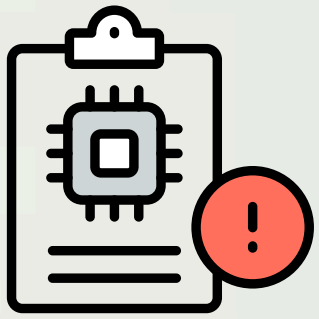


By SynaptyX | Retail AI Transformation Partners

30+ years of retail consulting DNA meets AI execution brilliance

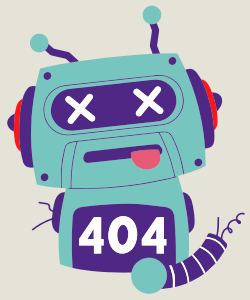
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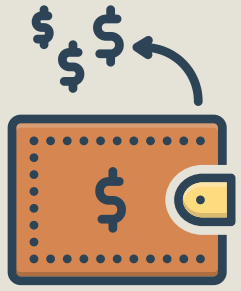
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The Bitter Truth

88% of Retail AI pilots never reach production





Millions spent on AI. Still stuck in slide decks.

Why? Because we're dragging AI to broken, **fragmented data**



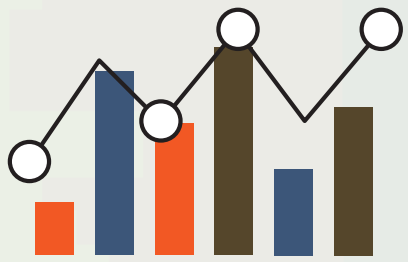


Retail isn’t lacking in AI tools - it’s **lacking data foundations**

Source: McKinsey 2024

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The Data Foundation Crisis

- Inconsistent SKUs
- Disconnected online vs in-store logic
- No single customer view
- Siloed reporting systems
- AI model fails without structured, usable data

33% of retailers cite poor data quality as their #1 barrier to AI adoption.

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AI Needs Structured, Accessible, Semantically Rich Data

SynaptyX's approach:

- **Build analytical-ready data products**
- **Align AI models directly on top**
- **Enable real-time insight loops**
- **Keep the data where it lives - and bring AI to it**

📦 **Think: Demand forecasting meets store inventory + real-time footfall → dynamic promo**

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Accelerate Your Journey to AI-Ready Data with Lattice

- **Pre-built data model templates**
- **KPI engines**
- **Transformation layers**
- **Campaign, pricing & CX analytics - in weeks, not months**

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From AI Dreams to Reality - With Analytics at the Core

In Retail, that context comes from:

- SKU-level demand signals
- Omnichannel engagement footprints
- Seasonality & campaign performance
- Real-time pricing signals

You don’t need perfect data. You need contextual, aligned, and fast data in a pragmatic way.

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Real Wins, Real Fast



10% uplift in campaign ROI

via real-time marketing insights



5-10% margin gains

from dynamic pricing & hyperpersonalised ads



3x fraud detection

accuracy from structured data pipelines



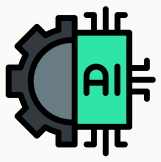
30% CX cost savings

from unified data-powered automation

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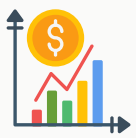
Let’s Rethink Retail AI. Together.



No more AI experiments sitting idle



Real AI. Real Data. Real Business Outcomes.



We deliver ROI in 3-6 months.

Contact Us

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The question isn't whether to start. It's whether you can afford to wait.