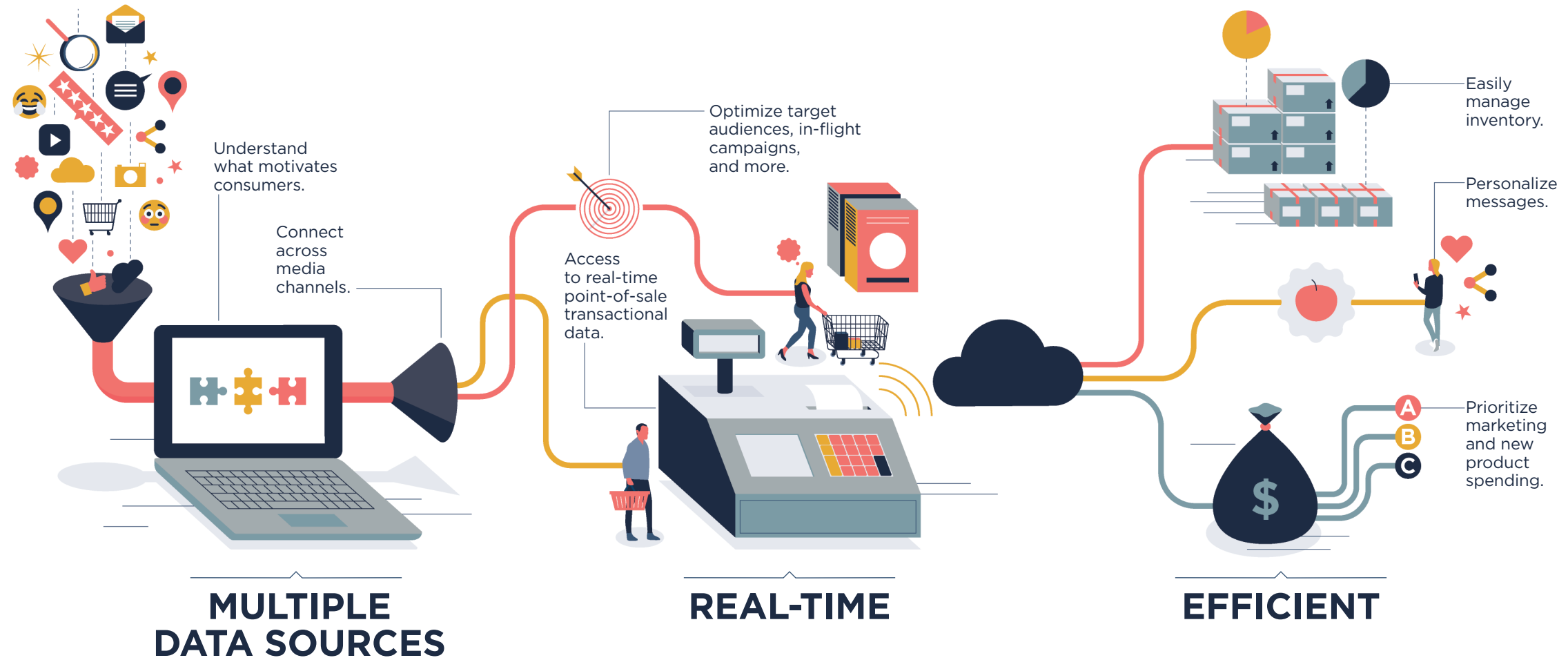
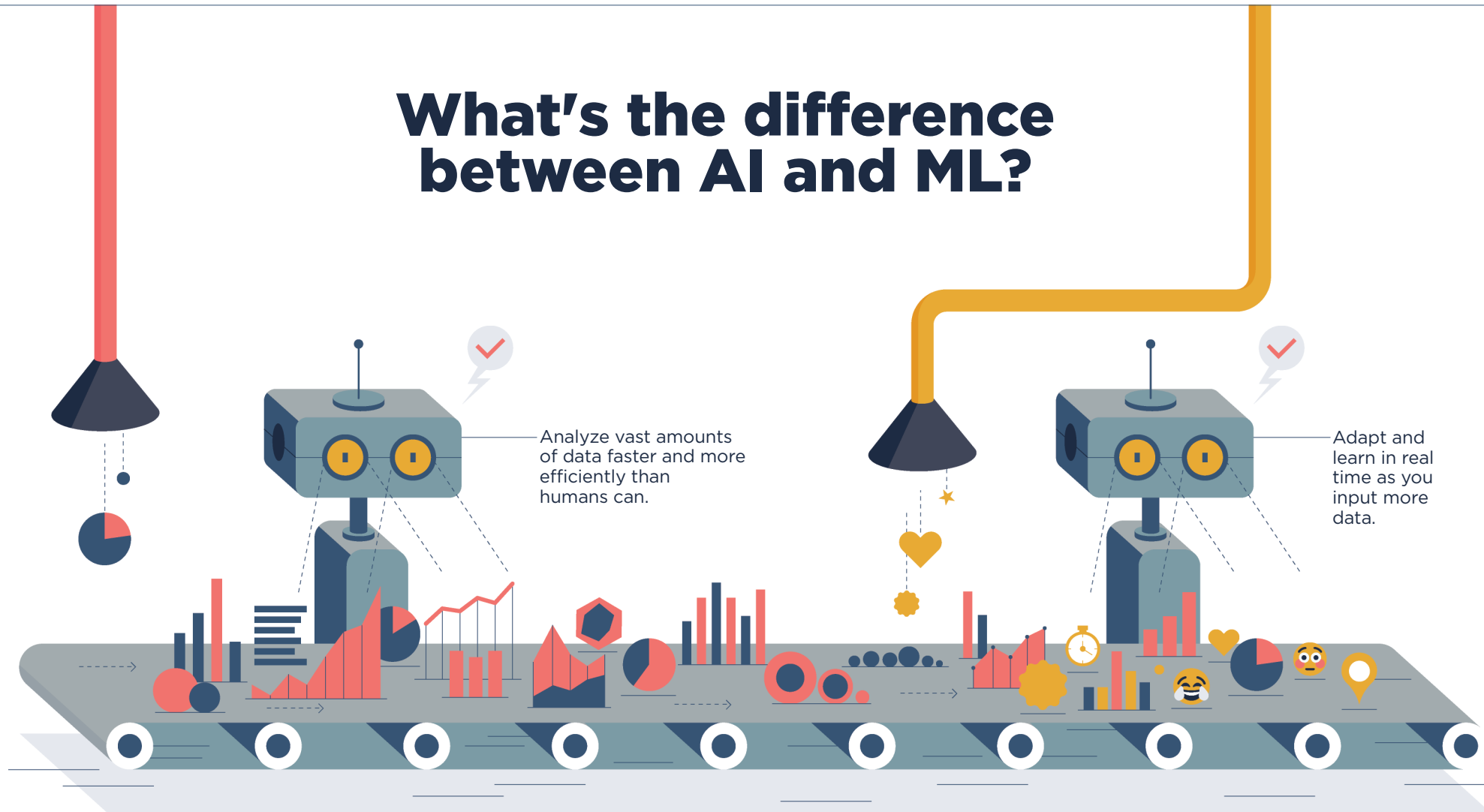


Why is this such a hot subject right now?



What's the difference between AI and ML?



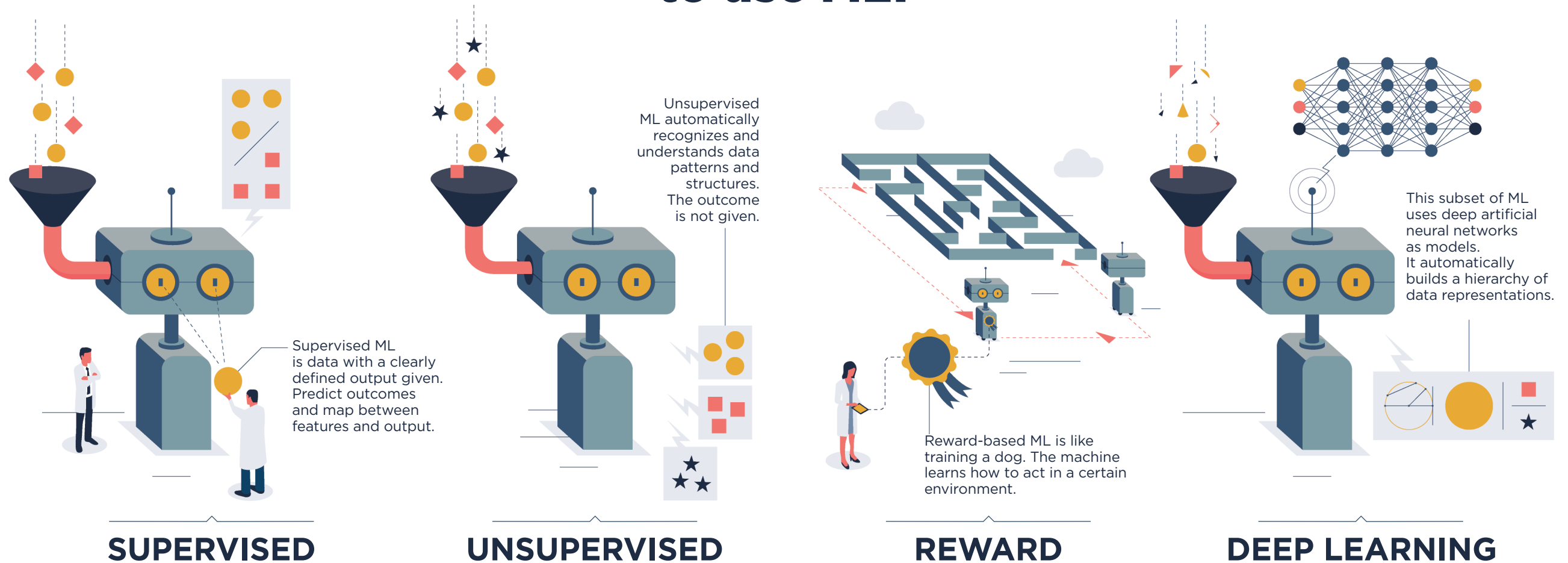
ARTIFICIAL INTELLIGENCE = AUTOMATION AT SCALE

MACHINE LEARNING = ADAPTIVE & SMART PROCESSING

How and when to use AI?



How and when to use ML?



To learn more about Catalina and how its Nerd Squad uses AI and ML to demystify shopper data and deliver actionable insights, visit www.catalina.com or email grow@catalina.com