

Selection of Use Cases and Development Paths for implementing the Target Position

Criteria: Business benefits, technological maturity, organizational maturity, competitive activities

Digital assistance		Store Operations		Customer Insights & Interaction		Category Management & Pricing & Promotion		Procurement		Logistics & Supply Chain		Internal Services	
												Controlling & Finance, Master Data Management	
Range of use cases	Generative (AI generates content)	Customer service avatars and holograms	Customized apps	...	Personalized customer approach for promotions	Automated supplier communication	...	AI-based communication with store teams	...				
		Automated store audits (e.g., using images/sensors)	Personalized advertising content	Automated trend reports (AI Trend Scout)	Creation of flyers and digital advertisements	Dynamic offer analysis				
	Autonomous (System decides itself)	AI-based communication with store teams	Intelligent chatbots & voice assistants	Automated product description	Creation of image material for promotional purposes	AI-supported price and condition negotiations	Automated supplier communication	Automatic generation of controlling reports	Automatic translations for international markets				
		"Walk-in-walk-out" stores /auton.-checkout systems	Automatic continuous customer segmentation	Digital competitive analysis	Individualized prices (stationary and digital)	Autonomous listing process	Autonomous balancing of logistics capacities	Automated & intelligent booking systems	Automatic data enrichment				
	Predictive (What will happen?)	AI-supported inventory	Dynamic customer communication	Automatic store-specific shelf space optimization	Autonomous promotions	Automated tenders	Autonomous ordering at suppliers	Autonomous receivables management	Dynamic data validation				
		Automatic personnel planning	Personalized promotions in real time	Autonomous, area-specific assortment control	Autonomous pricing	Autonomous supplier evaluation	Autonomous store replenishment	Dynamic budget adjustment	Automatic duplicate removal				
	Analyzing (Why did it happen?)	"Who needs help" signals, e.g., out-of-stock signals	Personalized product recommendations	Store performance forecasts at category level	Discount/markdown optimization	Bottleneck predictions	Optimization of security stocks	Cash flow forecasts for financial planning	Prediction of product categories				
		Preparation plans for service and ultra-freshness	Demand forecasts for repeat purchases	Granular trend forecasts	Promotion forecast	Supplier risk analysis	Supplier performance forecast	Fraud detection	Suggestions for master data entry				
	Descriptive (What happened?)	Personnel requirements forecasts	Churn prediction	Sales forecasts for new listings/promotions	Price recommendation for new listings/promotions	Price forecasts for raw materials or goods	Forecast of inventories	Sales, cost, visitor, and contrib. margin forecasts	Identification of incorrect master data				
		Effectiveness of promotional space	Satisfaction analysis based on customer feedback	Demand forecasts for existing items	Customer-focused pricing	Negotiation potential analysis	Process mining (O2C, P2P)	Store profitability analysis	...				
	Digital database	Algorithmic optimization of personnel planning	Churn analysis	Customer purchasing behavior (shopper missions)	Effect of promotions	Procurement cost structure analysis	Analysis of ordering behavior	Cost driver analysis	...				
		Inventory loss analysis (shrinkage analysis)	Customer Lifetime Value analysis	Sales trends and developments	Price-demand correlation	Cost variance analysis	Out-of-stock analysis	Deviation analysis (plan-actual comparison)	Root cause analysis for inaccurate data				
			Customer frequency analysis	Customer retention analysis (incl. loyalty)	Shelf space analysis	Price monitoring of competitors	Reimbursement evaluation	Capacity utilization warehouse and logistics	Transportation and logistics cost analysis	Historical master data changes			
			(Employee)/Department Productivity Analysis	Purchase history analysis	Shopping cart analysis	Promotion success analysis	Procurement volume analysis	Supplier performance monitoring (e.g., lead time)	Store performance monitoring	Duplicate detection			
			Store performance monitoring	Customer structure analysis	Actual sales volumes	Price history analysis and price elasticities	Price history analysis	Inventory analysis	Sales, cost, and contribution margin analysis	Data quality analysis			
			Frequency measurement (e.g., customers)	...	Social media data	Transparency of competition promotions	Personnel master data			
		Digital store twin	Data from loyalty programs	Availability of external data (e.g., market, weather)	Availability of competition prizes	Suppliers' supply chain	Suppliers' inventory data	...	Connection to external data sources (texts, images, etc.)				
Digital collection, processing, and provision of internal data													
Infrastructure E.g., digital signage, electronic shelf labels, loyalty cards, customer apps, etc.													

Paper as a leading process