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Data and AI for Retail and Consumer Packaged Goods

Leveraging AI and analytics to optimize inventory, order fulfilment, improve supply chains, and enhance Customer 360



Real-Time Data-Driven Decisions Make Retail and Consumer Packaged Goods (CPG) Operations Faster, Smarter, and More Customer-Centric.

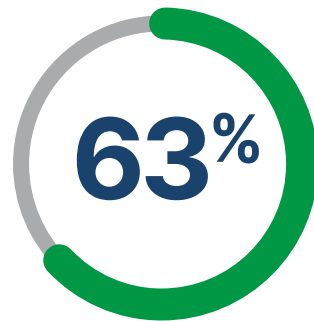
Retail has changed, and the impact has far-reaching business consequences — from the shift in how consumers and brands interact, to analytics and real-time inventory and supply chain management.

Today, leveraging data to drive operations and business decisions is more important than ever to improve operational agility and accelerate decision-making.



90% of retail leaders say they began experimenting with GenAI solutions and scaling priority use cases.

Source: [McKinsey](#)



63% of retail executives believe personalization will be “very or extremely important” to their organization’s application of generative AI in the next three years.

Source: [eMarketer](#)



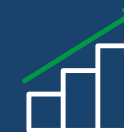
Manage Risk

Risk management requires more proactive and informed decision-making based upon insights into customer behavior, market trends, and inventory to improve fulfillment and customer experience.



Reduce Costs

Retailers can use AI and predictive analytics to forecast demand, optimize inventory levels, and reduce the risk of overstocks or stockouts, driving cost reductions by optimizing inventory turnover, reducing storage costs, and avoiding lost sales.



Accelerate Growth

Tapping into the promise of AI and analytics is critical to retail growth, empowering brands with data-driven insights to inform decision-making, improve customer experiences, and boost growth.

Data and Technology Challenges Unique to Retail and CPG

The inability to leverage data to drive operations and business decisions dramatically impacts retailer and CPG operational agility, collaboration, and speed. Fragmented data and siloed departments can hinder the ability to gain a unified view of the customer and operations, while inventory and supply chain challenges impact the flow of goods and, ultimately, revenue growth.

Marketing and Customers

- Dramatic increase in customer expectations for seamless experiences, faster fulfillment, and always available inventory
- Reacting to consumer trends for fulfillment diversity and channel shifts (Customer 360 and marketing activation)

Merchandise Intelligence

- Inconsistent, incomplete, or outdated business performance reporting methods (daily sales reporting, competitive pricing dashboards, cross-channel sales)
- Adopting technology for consumer use and data insights

Supply Chain and Inventory

- Distribution disruptions
- Inventory out-of-stocks
- Turnover rate
- Item availability %

Regulatory Compliance

- Adjusting to changing regulation, sustainability, and climate change demands
- Consumer protection
- Consumer data privacy

Data Estate Modernization and AI for Retail and CPG

A Wakefield Research survey showed **68% of data leaders feel their data is AI ready**, and **84% see its preparation as their responsibility**. Retailers and CPG companies looking to update their architectures to leverage AI to improve risk management, reduce costs, and accelerate growth need a comprehensive approach involving enterprise architecture, and organizational shifts to efficiently meld AI and analytics into operations. Focus on these 8 key areas.

- 1 Data Governance and Quality:** Implement data ownership, quality trust scoring, privacy, security policies, and lifecycle management standards.
- 2 Data Integration and Management:** Create a unified enterprise data view by integrating diverse sources into data lakes for both structured and unstructured data. Leverage solutions for both Iceberg and Delta data table formats.
- 3 AI and Analytics Investment:** Fund AI tools or partner with experts to develop specialized models for detecting risk and fraud by identifying specific patterns and anomalies.
- 4 Talent and Skills Development:** Recruit experts in data science, AI, and compliance skilled in merging technology with regulatory demands.
- 5 Regulatory Compliance and Ethical AI:** Ensure AI development and deployment comply with laws like GDPR and CCPA, emphasizing ethical principles and transparency.
- 6 Technology Infrastructure:** Upgrade for high-performance computing and real-time data pipeline automation and transformation processing. Implement platforms for easy AI and machine learning integration into existing data systems.
- 7 Security and Privacy:** Secure data and AI systems against breaches using advanced cybersecurity and embed privacy into AI model development from the start.
- 8 Innovation and Scalability:** Pilot AI applications, then scale enterprise-wide. Tap into AI accelerators and keep up with AI and analytics trends in retail and CPG.

Tools for Adapting Data for AI Readiness in Retail and CPG

Qlik and Snowflake empower retailers and CPG brands with an end-to-end enterprise solution that continuously ingests and transforms all your data, and makes data and insights readily accessible across your organization with world-class AI-enhanced analytics, trust scoring, and lineage.

With Qlik and Snowflake's cutting-edge capabilities, retail and CPG brands can streamline data management and leverage AI and analytics to:

- ⊕ Automate data pipeline ingestion and transformations, and advance toward GenAI goals
- ⊕ Access and integrate customer and transaction data with third-party data to react to consumer trends for fulfillment options and channel shifts
- ⊕ Leverage all data and gain granular and timely insights to improve inventory, predict demand, and make smarter purchasing decisions
- ⊕ Improve risk visibility through advanced analytics and AI to adjust to changing regulation, sustainability, and climate change demands
- ⊕ Make informed decisions about product selection, pricing, and promotions
- ⊕ Gain customer insights with easy access to first-, second- and third-party data
- ⊕ Optimize inventory and supply chain operations

Retail and CPG Use Cases



Inventory Management and Order Fulfillment

- Single source of truth across the organization in real time
- Real-time view of inventory, fulfillment, channels, customers, and product KPIs
- Predictive analytics to connect demand forecasting and inventory management and fulfillment



Supply Chain and Distribution (CPG)

- Single source of truth across the organization in real time
- Analytics to improve demand and returns forecasting, and optimize inventory planning
- Access and consume third party data sets

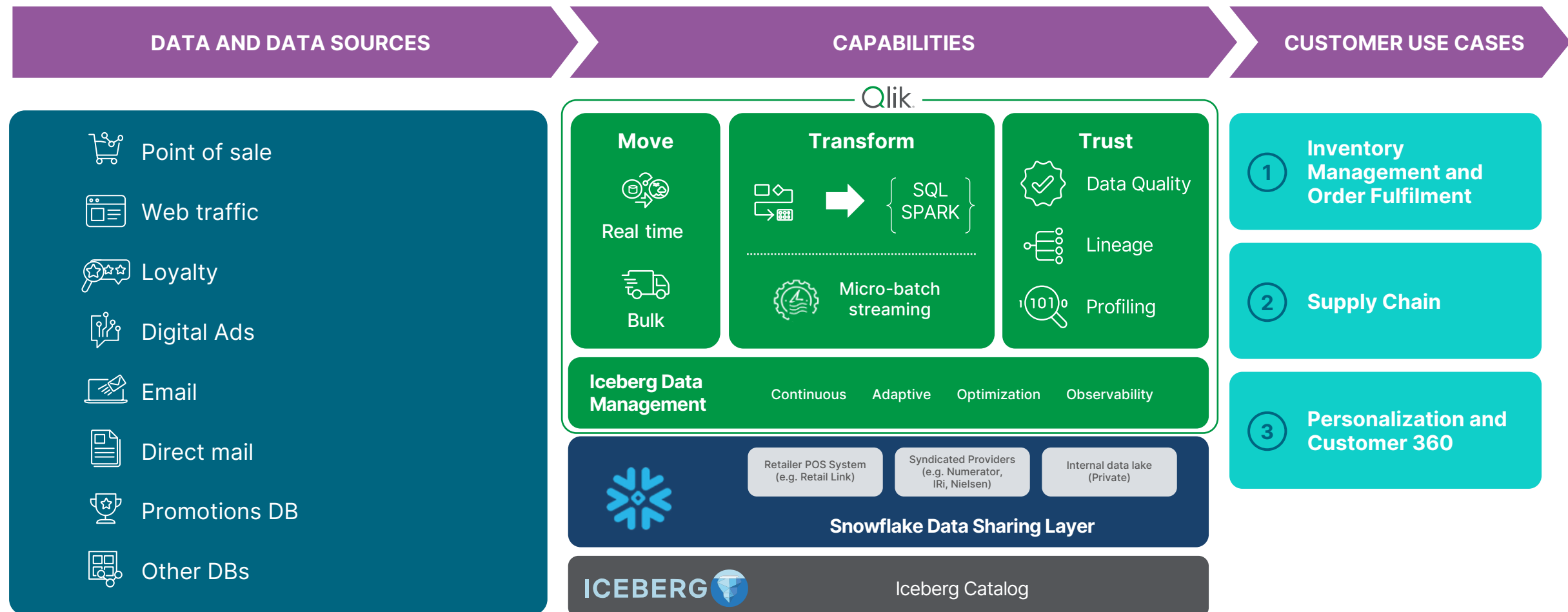


Customer 360 and Personalization (Retail)

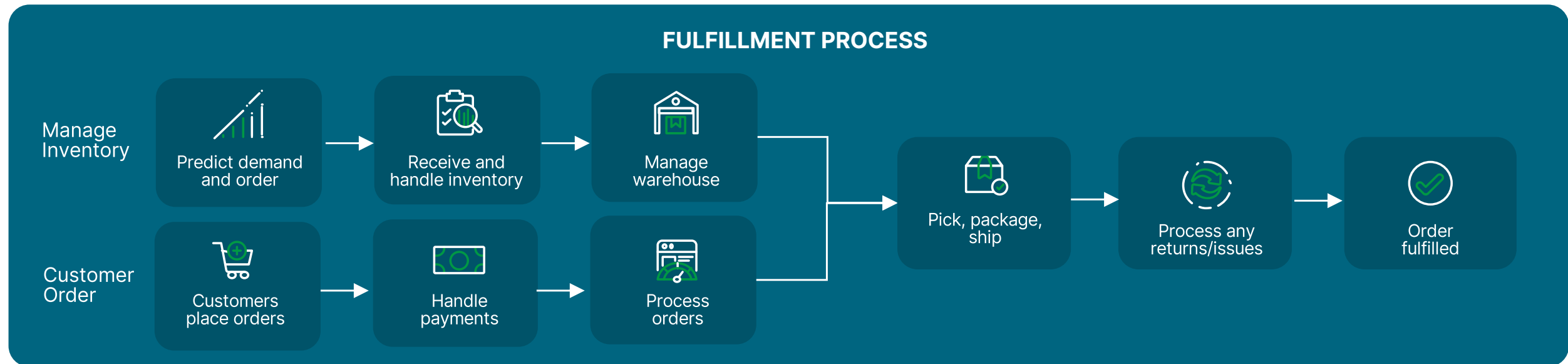
- Single source of truth across the organization in real time
- Scalable data enrichment and real-time analytics
- Enable at-scale personalization

Inventory Management and Order Fulfillment Architecture

Developing an effective data architecture is essential to meet escalating and evolving customer demands and efficiently manage complex supply chains. A robust inventory management and order fulfillment data architecture exemplifies the importance of seamlessly merging data, customer interactions, and external intelligence to prevent stockouts, ensure products are available where customers want them, and support timely order processing and shipment.



Use Case: Inventory Management and Order Fulfillment



CHALLENGES

- Shifts in consumption patterns and channels
- Suboptimal forecasting due to data silos
- Inability to meet new fulfillment needs
- Lack of granular, timely inventory insights
- Inability to meet faster delivery expectations

OUTCOMES

- Improve Visibility and Collaboration**

Rapidly deploy and scale an integrated source of truth to consolidate data on inventory, product sales, customer segments and behavior, and channel sales data; and enable visibility to internal stakeholders, CPG partners, and distributors.
- Increase Demand Forecast Accuracy**

Blend internal and third-party data to improve accuracy of demand forecasts. Feed insights from demand planning and returns analytics into inventory management.
- Launch New Fulfillment Methodologies**

Enable real-time view of inventory (item availability and location across distribution center, pooled ecommerce inventory, store location, shelf location, etc.); deliver granular insights on customer, product, and channel performance.

Qlik and Snowflake: Helping Retail and CPG Brands Drive Operations and Better-Informed Business Decisions

SKECHERS

B breuninger

Coca-Cola



 Price**Smart**

SEPHORA

Neiman Marcus



ebay

URBAN OUTFITTERS

Walmart 

 **Staples**


Carrefour

 Keurig
DrPepper


HARMAN



Manage Risk, Reduce Costs, and Accelerate Growth

Disparate and incomplete information does not have to inhibit growth and limit insights. Qlik's versatile data ingestion, transformation, and integration with Snowflake's Cortex AI provides real-time, accurate information to enable better decisions and more profitable outcomes.



Manage risks associated with inventory and fulfillment to maximize profit

Get better information about your customers than ever before to make informed decisions about stocking, purchasing, and ordering. Qlik helps you make more competitive risk decisions to ensure that the right product is in the right place for the right customer and solves for a range of use cases from inventory and fulfillment to supply chain.



Make better decisions, based on fact

Qlik Talend Cloud provides solutions that create low or no-code automated, real-time data pipelines, tracks data lineage, and ensures data accuracy with trust scoring at every stage of the data lifecycle. Qlik's integration with Snowflake's Retail Cloud removes uncertainty and delivers insight quickly.



Deliver a better customer experience and optimize operations

Support personalization, an understanding of customer journeys, and a 360° view of your customers' buying habits and preferences to optimize operations. Qlik makes getting data out of silos and into Snowflake easy, so retailers and CPG brands can collect and analyze data from any source, such as purchase history, website behavior, and sentiment analysis, to identify patterns and trends.

***i* Qlik and Snowflake empower retail and CPG brands to harness the massive influx of data from multiple customer touchpoints, digital sources, and across the fulfillment supply chain.**

Test-drive Qlik
for Snowflake →

Request
a demo →

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more →



About Qlik

Qlik transforms complex data landscapes into actionable insights, driving strategic business outcomes. Serving over 40,000 global customers, our portfolio provides advanced, enterprise-grade AI/ML and data management. We excel in data integration and governance, offering comprehensive solutions that work with diverse data sources. Intuitive and real-time analytics from Qlik uncover hidden patterns, empowering teams to address complex challenges and seize new opportunities. Our AI/ML tools, both practical and scalable, lead to better decisions, faster. As strategic partners, our platform-agnostic technology and expertise make our customers more competitive.

[qlik.com](https://www.qlik.com)



About Snowflake

Snowflake is the platform for the AI era, making it easy for enterprises to innovate faster and get more value from data. More than 11,000 companies around the globe, including hundreds of the world's largest, use Snowflake's AI Data Cloud to build, use and share data, applications and AI. With Snowflake, data and AI are transformative for everyone.

[snowflake.com](https://www.snowflake.com)