

Artificial Intelligence Use-Case Comparison for Short Life Cycle Retail

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Initiatives: [Retail Industry Technology Insights](#)

Artificial intelligence is foundational to retail industry digital transformation. This research evaluates 25 potential use cases based on feasibility and business value to help CIOs of short life cycle retailers target resources on the most beneficial use cases for their organizations.

Overview

AI (artificial intelligence) techniques are being applied to retail business use cases to increase profitability, improve revenue, increase operational efficiency and reduce risk. This research is aligned with retail segments that Gartner classifies as “short life cycle retail,” including:

- Apparel and footwear
- Sporting goods
- Home furnishings
- Luxury
- Beauty

Trends driving use cases in these segments include better inventory management by location, focus on waste reduction, increased customer centricity and personalization. Retailers also seek to provide higher-quality interactions through better associate hiring, skills assessment and training.

Figure 1 visualizes 20 use cases that were selected based on short life cycle retailers, plotting them against business value and feasibility axes. It can be used to inform strategic conversations and guide investment decisions.

Figure 1: AI Use-Case Comparison for Short Life Cycle Retail

Artificial Intelligence Use-Case Comparison for Short Life Cycle Retail



Source: Gartner
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Use cases were scored based on what is feasible currently, and what value a typical organization could expect to realize over a 24-month period. It is a generalized assessment that should be viewed through the lens of your organization's specific circumstances.

How to Use

Review the AI use cases plotted in Figure 1, comparing them with the maturity and requirements of your own retail organization. To assist with this task, we have a presentation summary of this research and a Toolkit.

Presentation

Download a summary presentation of this research here:

Artificial Intelligence Use-Case Comparison for Short Life Cycle Retail

Toolkit

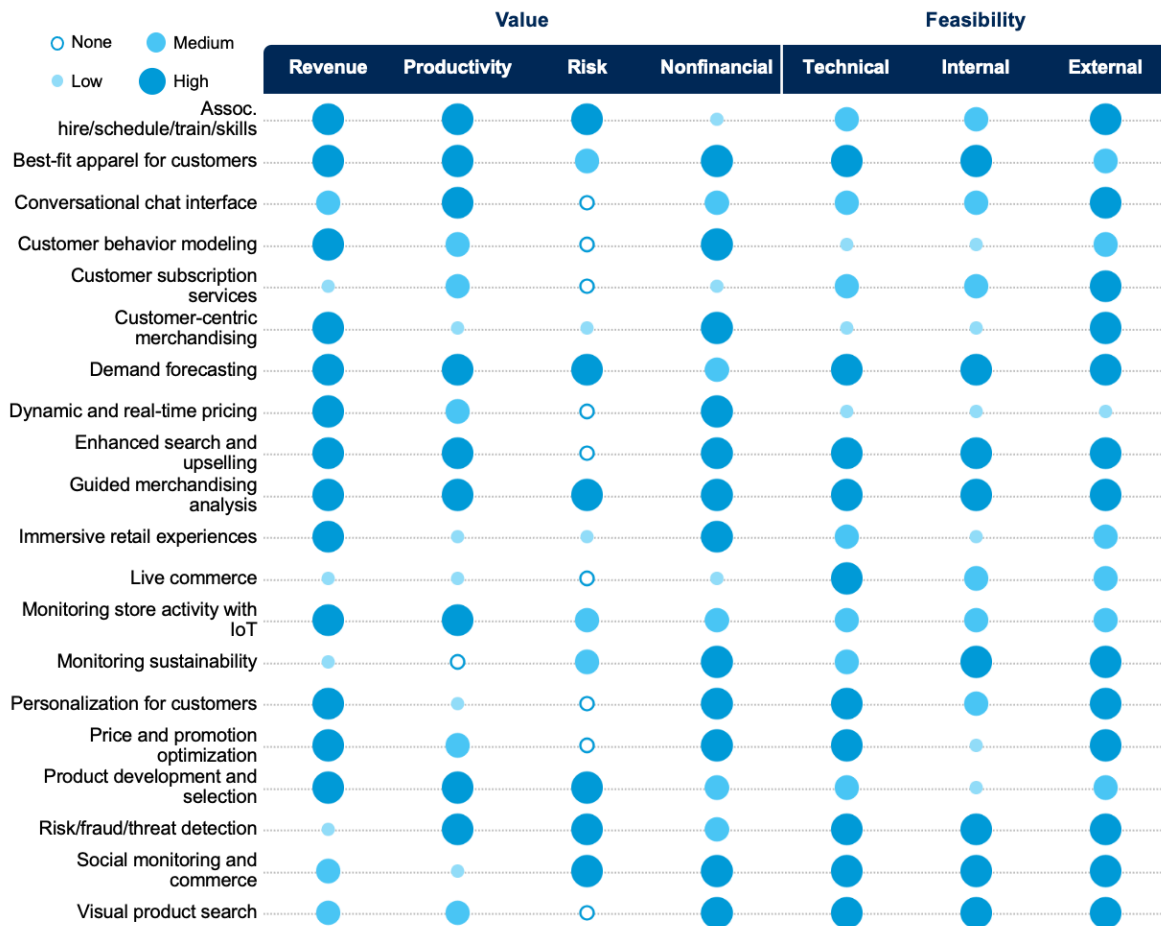
A companion Toolkit allows you to customize this assessment for your organization's needs. [Navigate to the Toolkit](#) and download the Excel file to customize the use cases, value and feasibility dimensions, relative weightings, and use-case scores.

Scoring Breakdown

Figure 2 shows how each use case was scored against each value and feasibility dimension. See Table 1 just below for explanations of each dimension.

Figure 2: AI Use-Case Scorecard for Short Life Cycle Retail

Artificial Intelligence Use-Case Scorecard for Short Life Cycle Retail



Source: Gartner
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Table 1: Use-Case Dimension Explanations

(Enlarged table in Appendix)

Dimension ↓	Explanation ↓
Value	
Revenue	Contributes directly to the generation of top-line sales through new or expanded offerings.
Productivity	Enables the reduction of operational costs and increased efficiency of associates and processes.
Risk	Improves the safety and security of customers and associates, as well as the organization, through compliance, monitoring and threat reduction.
Nonfinancial	Provides nondirect financial impact, such as supporting diversity, equity and inclusion; sustainability; or innovation, paving the way for future success.
Feasibility	
Technical	Maturity of technology, including available use-case examples from market retailers.
Internal	Impact on and availability of IP, organizational scalability and skills of associates.
External	Solution availability from market resources and partnerships, customer readiness, and competitive status.

Source: Gartner (March 2024)

Scoring Breakdown by Category

The sections that follow summarize the rationale for each use-case score.

Use-Case Categories

Each use case is plotted in one of the three categories. Click on the category name to jump to a section summarizing the rationale for each use-case score in that category:

- **Likely Wins:** Use cases combining medium-to-high feasibility with medium-to-high value, making them wins in most circumstances.
- **Calculated Risks:** Use cases offering medium-to-high value, but low feasibility, meaning they represent riskier options.
- **Marginal Gains:** Use cases offering low value and variable feasibility, making them more-selective options.

Likely Wins

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Use cases combining medium-to-high feasibility with medium-to-high value, making them wins in most circumstances.

Table 2: Scoring Breakdown: Likely Wins
(Enlarged table in Appendix)

Use Case	Value	Feasibility
Demand Forecasting Leveraging AI to augment predictive demand forecasting for sales and inventory requirements. The scope and focus of demand planning evolves to deliver a consensus demand plan that is aligned across merchandising and supply chain, and is inclusive of all sales channels.	Demand forecasting is a high-value use case that has consistently been the most active AI use case in retail. Short life cycle retailers often require purchases from suppliers or internally resourced products six to nine months in advance of the season. Even a slight improvement in forecast accuracy can have huge sales, profit and risk impacts.	Demand forecasting leverages many long-standing AI techniques, including machine learning. There are many technology providers that can support demand forecasting. In this area, change management internally is much less challenging today than it was 10 years ago.
Guided Merchandising Analysis Applying advanced analytics with guided chat search to seasonal planning processes to improve understanding what occurred in the past and to combine it with key indicators that will help to predict the future.	For short life cycle retailers, the value of analysis for preseason and in-season analysis of performance for merchandising, is unquestioned. Guided analysis provides the highest level of ease across the four dimensions as it automates tasks and ensures all merchandising associates follow the optimal path.	Retailers have incredible amounts of data available to be used for analysis. Expertise and consistency of merchandise analysis across merchandising teams is lacking today, and there are vendors that can provide dashboards, next-best and frequently asked questions and workflows.
Enhanced Search and Upselling Prompts to gain context and improve customer's ability to find what they are looking for during a shopping process. Upselling is a sales technique to encourage the customer to purchase more expensive items, upgrades or other add-ons. Cross-selling is selling a different product or service to an existing customer.	Often listed as a top priority for retailers. Accurate search is proven to drive value through revenue, improved operations and supporting innovation.	This use case is rated as doable with many vendors offering solutions.
Risk/Fraud/Threat Detection Leverages AI to identify anomalies and threats in anticipation of and to prevent loss of revenue, security or assets. For long life cycle retailers, this includes product recall management. For luxury brands, this includes identifying fakes.	This use case is one of the most frequently implemented, as it reduces risk for the organization and can lead to greater productivity, while enhancing brand image.	There are many technology companies working on a variety of solutions to the many sub-use cases covered in this area. It is rated as doable, both internally and externally.
Best Fit Apparel for Customers Solutions that collect user's body data which helps augment the accuracy of personalized recommendations. Best fit technology uses this body data to map the user's measurements to the brand's sizing chart and garment data.	Apparel retailers are keen to leverage this use case to reduce e-commerce returns, which, in turn, improves productivity and profitability. It also improves customer satisfaction through a more accurate buying experience. It delivers deep insights into the customer base that can be used across internal business functions, such as buying, merchandising and product design.	Technically doable, it's fairly easy to implement from a business perspective. There are many ongoing technology improvements coming to the market, and some retailers have invested heavily in buying solutions or building capabilities.
Social Monitoring and Commerce Leveraging content discovery analysis to quickly monitor customer and influencer social media content, spot trends and sentiments, and to predict outcomes and inform future decisions. Speeds up and improves the success rates of social engagement generating purchases as a result of a consumer-brand interaction on social media platforms.	Rated very highly for risk protection and future innovation, this use case is also important for apparel retailers seeking to drive sales through social interactions.	Rated as doable across all feasibility measures.
Associate Hire/Schedule/Train/Skills AI techniques used to select, schedule, evaluate and predict associate work and track skills data. When applied to workforce management, it is used to automate skills-based workforce scheduling and generate operational and personalized training programs.	The human workforce remains a critical aspect of the retail customer experience. As wages have increased and hiring qualified staff continues to be an issue, retailers are focused on retention. This use case is rated highly across revenue, productivity and risk avoidance.	Rated as complicated technically and internally, it's shown as doable from an external perspective.
Pricing and Promotion Optimization Technology that uses predictive analytics and optimization capabilities to plan and manage every stage of pricing (that is, retail, regular, promotion and markdown). This technology can provide improved pricing and promotion planning and management throughout the entire life cycle of the merchandise.	Rated as high for revenue, this use case is significant, as retailers need to be more exact and much faster at pricing for regular, promotions and clearance markdowns. It drives efficiency through automation of pricing analysis, elimination of errors and a more granular level of analysis.	Doable from a technology perspective, change management internally remains a significant drag on this use case.
Visual Product Search Visual search is searching with a photo, screenshot or other image, instead of a text-based query. It leverages only images, not associated image text.	Customers will increasingly expect the ability to search by image. While this is rated as having a medium contribution to sales and productivity, it is very important for future innovation.	Applications enabling visual search are fairly common, and the change management associated with internal business processes is also doable.
Personalization for Customers Improving the accuracy of the personalization process by leveraging content discovery and creation, larger language models (LLMs), and interfaces to create relevant, individualized interactions between a company and its audiences to enhance the recipient's experience. It uses insight based on unique recipient behavioral data.	We expect personalization to have a high impact on sales for short life cycle retailers, however, it is not very efficient, so the value is impacted.	Technology is available in the market, but data issues make this complicated internally and it's not obviously beneficial for customers.
Conversational Chat Interface Utilizes AI and virtual assistant interfaces to interact with customers and associates, which may include facilitating a transaction. A key aspect is the enablement of the human to converse in their platform of choice – whether that is messaging platform, SMS, advanced virtual assistants, social or voice.	The primary driver of this use case has been high productivity. As natural language techniques continue to improve and LLMs progress, use cases for revenue growth will become more relevant.	Outside of basic chatbots for common tasks, this remains more challenging for revenue generation and internal business process change.

Source: Gartner (March 2024)

Calculated Risks

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Use cases offering medium-to-high value, but low feasibility, meaning they represent riskier options.

Table 3: Scoring Breakdown: Calculated Risks

(Enlarged table in Appendix)

Use Case	Business Value	Feasibility
Product Development and Selection <i>Application of AI through simulation, discovery and prediction for selecting and developing products for sale that align with customer needs and organizational sustainability goals. Includes processes such as digital prototyping, attributing and testing for products, and life cycle development.</i>	This use case rates as high to outstanding in its provision of all value measures. This is of particular interest to retailers that operate in fast fashion, private brand and other short life cycle product categories.	Rated as complicated or challenging across feasibility measures, this use case falls into the calculated risks classification. Retailers should proceed when the benefits overwhelm the costs of early entry.
Monitoring Store Activity With IoT <i>Real-time store Internet of Things (IoT) platforms monitor, analyze and display store activity through dashboards using a real-time data infrastructure via signals and alerts from real-time data sources that are available within the retail store.</i>	This use case delivers high business value through outstanding productivity and risk reduction via real-time information on store activity.	This use case is classified as a calculated risk due to the complexity of technology deployment, as well as costs associated with infrastructure.
Customer-Centric Merchandising <i>Leveraging AI to determine items to be stocked, substituted and deleted at touchpoints to maximize sales, margin, inventory and customer satisfaction goals. Data sources can include multichannel transactions, CRM, loyalty, competitors, human intelligence, news, social media and data service providers.</i>	While rated as an outstanding contributor to revenue and nonfinancial measures, productivity will be a significant impediment, as this use case requires not just technology, but also significant business process change to transition from product-centric to customer-centric merchandising operations.	
Immersive Retail Experiences <i>Transforming physical experiences with digital augmentation. Quality immersive experiences must be mastered in the physical world. Approach physical experiences with a digitalized overlay to enhance customer experience including augmented, virtual or mixed reality, 3D, and spatial computing.</i>	Immersive experiences will be critically important to improve customer experiences and drive revenue. Some use cases have evolved, particularly in furniture and home improvement. It remains a drag short on productivity.	Feasibility is challenging and complicated across all measures.
Customer Behavior Modeling <i>Behavior models are a view of a customer's browsing and purchase activities. Deploys content discovery and knowledge management to improve predictive models about customers from internal and external data sources for marketing, merchandising, digital, supply chain and customer service.</i>	This use case has the potential for an outstanding contribution to revenue and a significant contribution to productivity.	Feasibility is very challenging, as observation of behavior in physical and digital environments is required to correctly complete and update models.
Dynamic and Real-Time Pricing <i>Prediction of the optimal price of experiences and related products based on real-time availability and demand, promotional cadence, competitors' pricing and customers' behavioral profiles. Pricing for services, experiences and related products is dynamic when it leverages inventory availability in the calculation.</i>	Dynamic pricing, where demand and supply can be considered in the pricing of short life cycle products, has potentially significant impacts on revenue, productivity and risk. However, for multichannel retailers, the challenge of changing physical prices remains an impediment.	Extremely challenging across all feasibility measures, this use case is only for a select subset of retailers at this time.

Source: Gartner (March 2024)

Marginal Gains

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Use cases offering low value and variable feasibility, making them more-selective options.

Table 4: Scoring Breakdown: Marginal Gains

(Enlarged table in Appendix)

Use Case ↓	Business Value ↓	Feasibility ↓
<p>Live Commerce <i>Interact and connect with customers remotely, in real time, helping to grow market share and increase customer trust. Well-executed, high-quality live demonstrations make it easier for customers to evaluate a retailer's authenticity, make purchases more likely and lead to increased conversion.</i></p>	<p>Live commerce has failed to provide significant revenue for large, multichannel retailers. It's also not efficient for operations and could negatively impact risk, as hosts must be carefully trained.</p>	<p>Technology is widely available and somewhat easy to implement, but more difficult to scale up.</p>
<p>Monitoring Sustainability <i>Leveraging AI to embed a "sustainable by design" strategy through leveraging insights that will ultimately not only support a retailer's own, but also its customers', sustainability goals, such as waste reduction and the circular economy. An integral part of an environmental, social and governance strategy execution.</i></p>	<p>Sustainability of short life cycle apparel and other goods is increasingly an issue of risk for retailers, and this capability is integral to reduce risk and improve sustainability execution.</p>	<p>We have classified this use case as feasibly complicated but doable.</p>
<p>Customer Subscription Services <i>Leverages AI to develop in-depth behavior and style profiles and provide goods, services and experiences for individual consumers as part of a paid subscription. This is often a paid overarching relationship that offers services (for example, Walmart+ and Amazon Prime).</i></p>	<p>This use case has failed to produce meaningful revenue across short life cycle retailers, and some have moved away from the model. We have rated this fairly low on the value scale.</p>	<p>This is technically complicated, and large-scale usage for this segment is difficult to implement.</p>

Source: Gartner (March 2024)

Evidence

These use cases have been selected and positioned based on an assessment by Gartner analysts and customer feedback. Their applicability may vary across organizations and industries. For detailed customization, use [Toolkit: Discover and Prioritize Your Best AI Use Cases With a Gartner Prism](#).

Document Revision History

[Infographic: Artificial Intelligence Use-Case Prism for Short Life Cycle Retail - 15 June 2022](#)

Recommended by the Author

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[Predicts 2024: Profit From GenAI, Employee Experience and Recommerce in Retail](#)

[Hype Cycle for Retail Technologies, 2023](#)

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Table 1: Use-Case Dimension Explanations

<i>Dimension</i> ↓	<i>Explanation</i> ↓
Value	
Revenue	Contributes directly to the generation of top-line sales through new or expanded offerings.
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Feasibility	
Technical	Maturity of technology, including available use-case examples from market retailers.
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External	Solution availability from market resources and partnerships, customer readiness, and competitive status.

Source: Gartner (March 2024)

Table 2: Scoring Breakdown: Likely Wins

Use Case ↓	Value ↓	Feasibility ↓
<p>Demand Forecasting <i>Leveraging AI to augment predictive demand forecasting for sales and inventory requirements. The scope and focus of demand planning evolves to deliver a consensus demand plan that is aligned across merchandising and supply chain, and is inclusive of all sales channels.</i></p>	<p>Demand forecasting is a high-value use case that has consistently been the most active AI use case in retail. Short life cycle retailers often require purchases from suppliers or internally resourced products six to nine months in advance of the season. Even a slight improvement in forecast accuracy can have huge sales, profit and risk impacts.</p>	<p>Demand forecasting leverages many long-standing AI techniques, including machine learning. There are many technology providers that can support demand forecasting. In this area, change management internally is much less challenging today than it was 10 years ago.</p>
<p>Guided Merchandising Analysis <i>Applying advanced analytics with guided chat search to seasonal planning processes to improve understanding what occurred in the past and to combine it with key indicators that will help to predict the future.</i></p>	<p>For short life cycle retailers, the value of analysis for preseason and in-season analysis of performance for merchandising, is unquestioned. Guided analysis provides the highest level of value across the four dimensions as it automates tasks and ensures all merchandising associates follow the optimal path.</p>	<p>Retailers have incredible amounts of data available to be used for analysis. Expertise and consistency of merchandise analysis across merchandising teams is lacking today, and there are vendors that can provide dashboards, next-best and frequently asked questions and workflows.</p>

Use Case ↓	Value ↓	Feasibility ↓
<p>Enhanced Search and Upselling <i>Prompts to gain context and improve customers' ability to find what they are looking for during a shopping process. Upselling is a sales technique to encourage the customer to purchase more expensive items, upgrades or other add-ons. Cross-selling is selling a different product or service to an existing customer.</i></p>	<p>Often listed as a top priority for retailers. Accurate search is proven to drive value through revenue, improved operations and supporting innovation.</p>	<p>This use case is rated as doable with many vendors offering solutions.</p>
<p>Risk/Fraud/Threat Detection <i>Leverages AI to identify anomalies and threats in anticipation of and to prevent loss of revenue, security or assets. For long life cycle retailers, this includes product recall management. For luxury brands, this includes identifying fakes.</i></p>	<p>This use case is one of the most frequently implemented, as it reduces risk for the organization and can lead to greater productivity, while enhancing brand image.</p>	<p>There are many technology companies working on a variety of solutions to the many sub-use cases covered in this area. Its rated as doable, both internally and externally.</p>
<p>Best-Fit Apparel for Customers <i>Solutions that collect users' body data, which helps augment the accuracy of personalized recommendations. Best-fit technology uses this body data to map the user's measurements to the brand's sizing chart and garment data.</i></p>	<p>Apparel retailers are keen to leverage this use case to reduce e-commerce returns, which, in turn, improves productivity and profitability. It also improves customer satisfaction through a more-accurate buying experience. It delivers deep insights into the customer base that can be used across internal business functions, such as buying, merchandising and product design.</p>	<p>Technically doable, it's fairly easy to implement from a business perspective. There are many ongoing technology improvements coming to the market, and some retailers have invested heavily in buying solutions or building capabilities.</p>

Use Case ↓	Value ↓	Feasibility ↓
<p>Social Monitoring and Commerce <i>Leveraging content discovery analysis to quickly monitor customer and influencer social media content, spot trends and sentiments, and to predict outcomes and inform future decisions. Speeds up and improves the success rates of social engagement generating purchases as a result of a consumer-brand interaction on social media platforms.</i></p>	<p>Rated very highly for risk protection and future innovation, this use case is also important for apparel retailers seeking to drive sales through social interactions.</p>	<p>Rated as doable across all feasibility measures.</p>
<p>Associate Hire/Schedule/Train/Skills <i>AI techniques used to select, schedule, evaluate and predict associate work and track skills data. When applied to workforce management, it is used to automate skills-based workforce scheduling and generate operational and personalized training programs.</i></p>	<p>The human workforce remains a critical aspect of the retail customer experience. As wages have increased and hiring qualified staff continues to be an issue, retailers are focused on retention. This use case is rated highly across revenue, productivity and risk avoidance.</p>	<p>Rated as complicated technically and internally, it's shown as doable from an external perspective.</p>
<p>Price and Promotion Optimization <i>Technology that uses predictive analytics and optimization capabilities to plan and manage every stage of pricing (that is, initial, regular, promotion and markdown). This technology can provide improved pricing and promotion planning and management throughout the entire life cycle of the merchandise.</i></p>	<p>Rated as high for revenue, this use case is significant, as retailers need to be more exact and much faster at pricing for regular, promotions and clearance markdowns. It drives efficiency through automation of pricing analysis, elimination of errors and a more-granular level of analysis.</p>	<p>Doable from a technology perspective, change management internally remains a significant drag on this use case.</p>

Use Case ↓	Value ↓	Feasibility ↓
<p>Visual Product Search <i>Visual search is searching with a photo, screenshot or other image, instead of a text-based query. It leverages only images, not associated image text.</i></p>	<p>Customers will increasingly expect the ability to search by image. While this is rated as having a medium contribution to sales and productivity, it is very important for future innovation.</p>	<p>Applications enabling visual search are fairly common, and the change management associated with internal business processes is also doable.</p>
<p>Personalization for Customers <i>Improving the accuracy of the personalization process by leveraging content discovery and creation, larger language models (LLMs), and interfaces to create relevant, individualized interactions between a company and its audiences to enhance the recipient’s experience. It uses insight based on unique recipient behavioral data.</i></p>	<p>We expect personalization to have a high impact on sales for short life cycle retailers; however, it is not very efficient, so the value is impacted.</p>	<p>Technology is available in the market, but data issues make this complicated internally and still not obviously beneficial for customers.</p>
<p>Conversational Chat Interface <i>Utilizes AI and virtual assistant interfaces to interact with customers and associates, which may include facilitating a transaction. A key aspect is the enablement of the human to converse in their platform of choice – whether that is messaging platform, SMS, advanced virtual assistants, social or voice.</i></p>	<p>The primary driver of this use case has been high productivity. As natural language techniques continue to improve and LLMs progress, use cases for revenue growth will become more relevant.</p>	<p>Outside of basic chatbots for common tasks, this remains more challenging for revenue generation and internal business process change.</p>

Source: Gartner (March 2024)

Table 3: Scoring Breakdown: Calculated Risks

Use Case ↓	Business Value ↓	Feasibility ↓
<p>Product Development and Selection <i>Application of AI through simulation, discovery and prediction for selecting and developing products for sale that align with customer needs and organizational sustainability goals. Includes processes such as digital prototyping, attributing and testing for products, and life cycle development.</i></p>	<p>This use case rates as high to outstanding in its provision of all value measures. This is of particular interest to retailers that operate in fast fashion, private brand and other short life cycle product categories.</p>	<p>Rated as complicated or challenging across feasibility measures, this use case falls into the calculated risks classification. Retailers should proceed when the benefits overwhelm the costs of early entry.</p>
<p>Monitoring Store Activity With IoT <i>Real-time store Internet of Things (IoT) platforms monitor, analyze and display store activity through dashboards using a real-time data infrastructure via signals and alerts from real-time data sources that are available within the retail store.</i></p>	<p>This use case delivers high business value through outstanding productivity and risk reduction via real-time information on store activity.</p>	<p>This use case is classified as a calculated risk due to the complexity of technology deployment, as well as costs associated with infrastructure.</p>
<p>Customer-Centric Merchandising <i>Leveraging AI to determine items to be stocked, substituted and deleted at touchpoints to maximize sales, margin, inventory and customer satisfaction goals. Data sources can include multichannel transactions, CRM, loyalty, competitors, human intelligence, news, social media and data service providers.</i></p>	<p>While rated as an outstanding contributor to revenue and nonfinancial measures, productivity will be a significant impediment, as this use case requires not just technology, but also significant business process change to transition from product-centric to customer-centric merchandising operations.</p>	

Use Case ↓	Business Value ↓	Feasibility ↓
<p>Immersive Retail Experiences <i>Transforming physical experiences with digital augmentation. Quality immersive experiences must be mastered in the physical world. Approach physical experiences with a digitalized overlay to enhance customer experience including augmented, virtual or mixed reality; 3D; and spatial computing.</i></p>	<p>Immersive experiences will be critically important to improve customer experiences and drive revenue. Some use cases have evolved, particularly in furniture and home improvement. It remains a drag short on productivity.</p>	<p>Feasibility is challenging and complicated across all measures.</p>
<p>Customer Behavior Modeling <i>Behavior models are a view of a customer's browsing and purchase activities. Deploys content discovery and knowledge management to improve predictive models about customers from internal and external data sources for marketing, merchandising, digital, supply chain and customer service.</i></p>	<p>This use case has the potential for an outstanding contribution to revenue and a significant contribution to productivity.</p>	<p>Feasibility is very challenging, as observation of behavior in physical and digital environments is required to correctly complete and update models.</p>
<p>Dynamic and Real-Time Pricing <i>Prediction of the optimal price of experiences and related products based on real-time availability and demand, promotional cadence, competitors' pricing and customers' behavioral profiles. Pricing for services, experiences and related products is dynamic when it leverages inventory availability in the calculation.</i></p>	<p>Dynamic pricing, where demand and supply can be considered in the pricing of short life cycle products, has potentially significant impacts on revenue, productivity and risk. However, for multichannel retailers, the challenge of changing physical prices remains an impediment.</p>	<p>Extremely challenging across all feasibility measures, this use case is only for a select subset of retailers at this time.</p>

Source: Gartner (March 2024)

Table 4: Scoring Breakdown: Marginal Gains

Use Case ↓	Business Value ↓	Feasibility ↓
<p>Live Commerce <i>Interact and connect with customers remotely, in real time, helping to grow market share and increase customer trust. Well-executed, high-quality live demonstrations make it easier for customers to evaluate a retailer’s authenticity, make purchases more likely and lead to increased conversion.</i></p>	<p>Live commerce has failed to provide significant revenue for large, multichannel retailers. It’s also not efficient for operations and could negatively impact risk, as hosts must be carefully trained.</p>	<p>Technology is widely available and somewhat easy to implement, but more difficult to scale up.</p>
<p>Monitoring Sustainability <i>Leveraging AI to embed a “sustainable by design” strategy through leveraging insights that will ultimately not only support a retailer’s own, but also its customers’, sustainability goals, such as waste reduction and the circular economy. An integral part of an environmental, social and governance strategy execution.</i></p>	<p>Sustainability of short life cycle apparel and other goods is increasingly an issue of risk for retailers, and this capability is integral to reduce risk and improve sustainability execution.</p>	<p>We have classified this use case as feasibly complicated but doable.</p>

Use Case ↓	Business Value ↓	Feasibility ↓
<p>Customer Subscription Services <i>Leverages AI to develop in-depth behavior and style profiles and provide goods, services and experiences for individual consumers as part of a paid subscription. This is often a paid overarching relationship that offers services (for example, Walmart+ and Amazon Prime).</i></p>	<p>This use case has failed to produce meaningful revenue across short life cycle retailers, and some have moved away from the model. We have rated this fairly low on the value scale.</p>	<p>This is technically complicated, and large-scale usage for this segment is difficult to implement.</p>

Source: Gartner (March 2024)