

A Retail Business Cuts Inventory Waste by 45% and Grows Revenue by 28% with AI

☆ CUSTOMER SUCCESS STORY

A mid-sized retail business partnered with GSDC AI Consulting to optimise inventory forecasting, personalise customer experiences, and automate back-office operations — turning data into measurable revenue growth.

200+

Retail Staff Impacted

10 WKS

Engagement Timeline

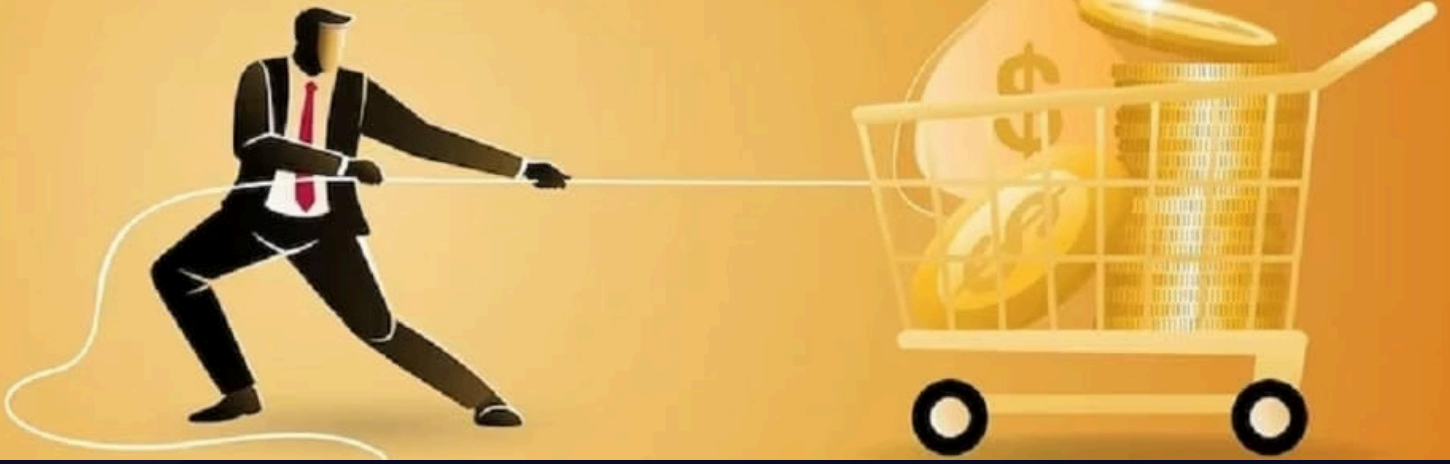
45%

Inventory Waste Reduced

28%

Revenue Uplift

Retail businesses from independent stores to multi-location chains face mounting pressure from shifting consumer demand, supply chain volatility, and increasing competition from e-commerce. Most retail operations still rely on manual inventory management, reactive pricing, and disconnected customer data, making it nearly impossible to optimise margins or deliver personalised experiences at scale.



The Challenge Facing Retail Today

Program Profile

AI Focus

Inventory and Customer Intelligence
AI

Industry

Retail and Consumer Goods

Region

North America and Europe

Audience

Store Ops, Marketing and
Management

Retail businesses struggle with excess inventory from inaccurate demand forecasting, missed revenue from untargeted promotions, and rising operational costs from manual back-office processes. With margins already thin and consumer expectations rising, retailers need AI that delivers measurable ROI — not just experimentation.

The compounding effect of these challenges creates a slow drain on profitability that is difficult to reverse without structural change. Buying teams make decisions on gut instinct rather than predictive data. Marketing teams send the same promotions to every customer segment. Operations teams spend hours manually processing replenishment orders that could be automated. The result is a business that works harder for less return.

Inventory Overstock

Capital tied up in slow-moving product

Weak Personalisation

Promotions that miss the mark

Margin Erosion

Reactive discounting hurts profitability

Manual Operations

Staff time lost to avoidable tasks



The GSDC Consulting Approach

GSDC began with a full data and operations audit to identify where AI could deliver the fastest financial return. Solutions were prioritised by margin impact — starting with inventory intelligence before moving to customer personalisation and operational automation. This sequenced approach ensured the retailer saw measurable results early in the engagement, building internal confidence and stakeholder buy-in before expanding into more complex use cases.

→ **AI Readiness Audit**

Comprehensive assessment across inventory, sales, customer data, and store operations to establish a clear baseline and prioritisation framework.

→ **Demand Forecasting AI**

Model trained on historical sales, seasonality patterns, and external market signals to predict stock requirements with far greater accuracy than manual methods.

→ **Personalised Promotions Engine**

Customer segmentation and purchase behaviour analysis powering targeted offers across email, SMS, and in-store touchpoints.

→ **Automated Replenishment**

Supplier order management streamlined through AI-triggered replenishment rules, dramatically reducing manual buying team workload.

→ **AI-Powered Pricing Optimisation**

Intelligent markdown and clearance pricing recommendations replacing reactive discounting with data-driven margin protection.

→ **Training and Governance**

Staff training, system integration support, and full governance documentation ensuring sustainable AI performance beyond the engagement.

Implementation Plan: 10 Weeks to Results

Every week of the engagement was structured to build on the last, moving from diagnostic work to live deployment with clear accountability at each phase. The 10-week timeline was designed to deliver early wins while laying the infrastructure for long-term AI performance.



Outcomes That Changed the Business

200+

Retail Staff Impacted

Teams working smarter with AI support

10 WKS

Engagement Timeline

From audit to live results

45%

Inventory Waste Reduced

Less overstock, more margin

28%

Revenue Uplift

Driven by personalised promotions

The engagement enabled the retailer to dramatically reduce inventory waste, increase revenue through personalised promotions, and free their operations team from manual replenishment and pricing decisions — delivering measurable margin improvement within the first quarter post-deployment. What started as a scoped consulting engagement became a foundational shift in how the business uses data to make every operational and commercial decision.

"We were sitting on a goldmine of sales data and doing nothing with it. GSDC helped us turn that data into accurate demand forecasts and personalised promotions. We stopped over-ordering, stopped discounting reactively, and started actually growing."

Head of Retail Operations | Multi-Location Retail Business | North America



Client Satisfaction

Rated by the Head of Retail Operations following the full 10-week engagement



✔ **Ready to replicate these results?** Talk to the GSDC team to design a simple, affordable AI consulting engagement tailored to your retail business — no tech background required.

Talk to Our Team at gsdcouncil.org