



CELEBAL
TECHNOLOGIES

Retail Explorer

Celebal Tech - Our Specializations and Strengths



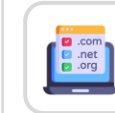
Key Strategic Partnerships



Advanced Specialization



- AI & Machine Learning
- Analytics
- Infra and Database Migration to Microsoft Azure
- Kubernetes
- Cloud Security



Deep Domain Expertise



ISD Approved Partner



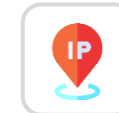
Azure Open AI industry driven Co-pilots.



ECIF Green+ AMM + Azure Innovate



AI Solutions To Help Retire AI Design Wins



IP Co-sell Partner with Marketplace Transaction and MACC enabled Solutions

3000+
Employees

1500+
Azure Certification

800+
AI Experience Professionals

250+
SAP Experts

Industries We Serve Globally



Manufacturing



Retail & CPG



Financial Services



Energy & Sustainability



Healthcare & Life Sciences

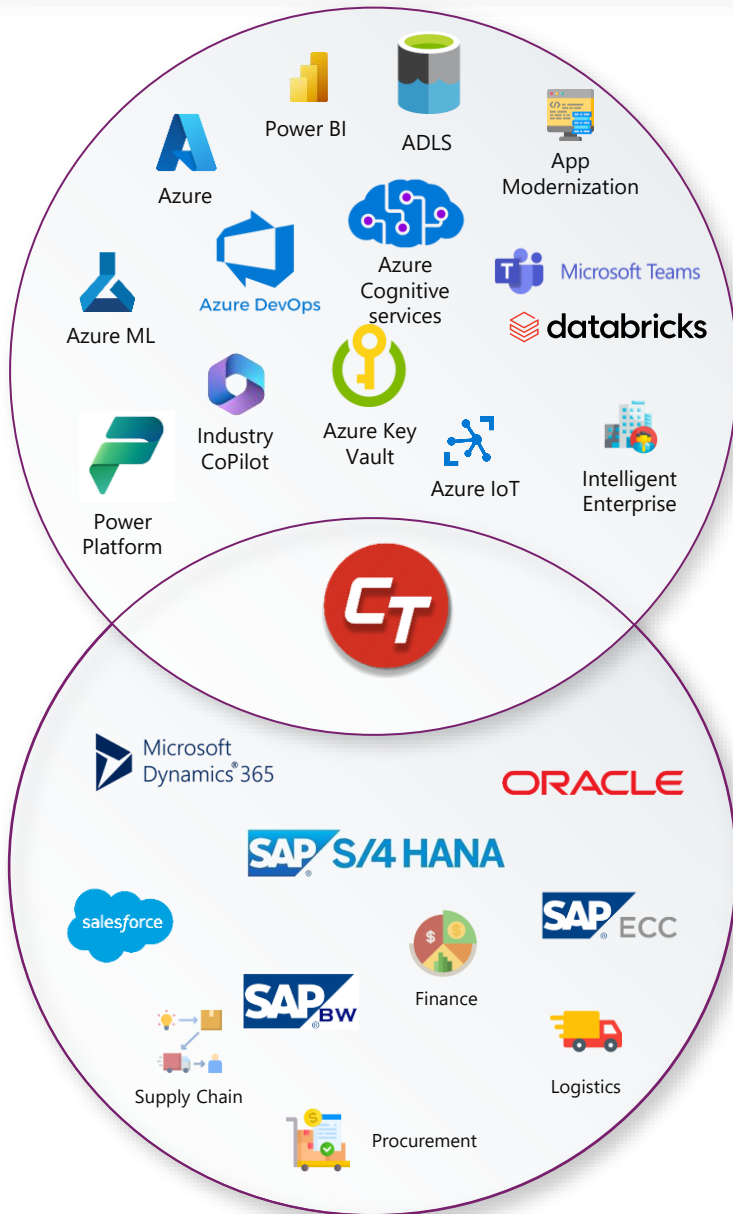


Media & Entertainment

US | INDIA | EUROPE | CANADA | APJ | MIDDLE EAST | AUS



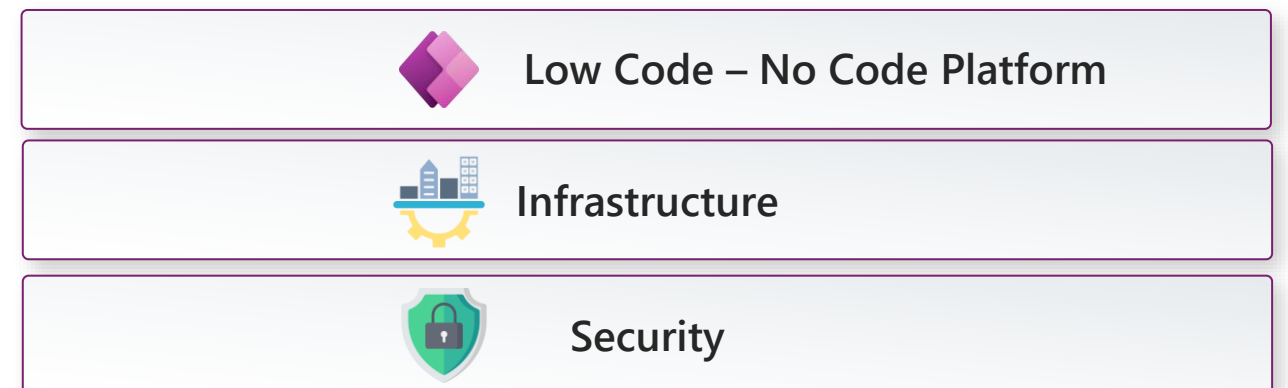
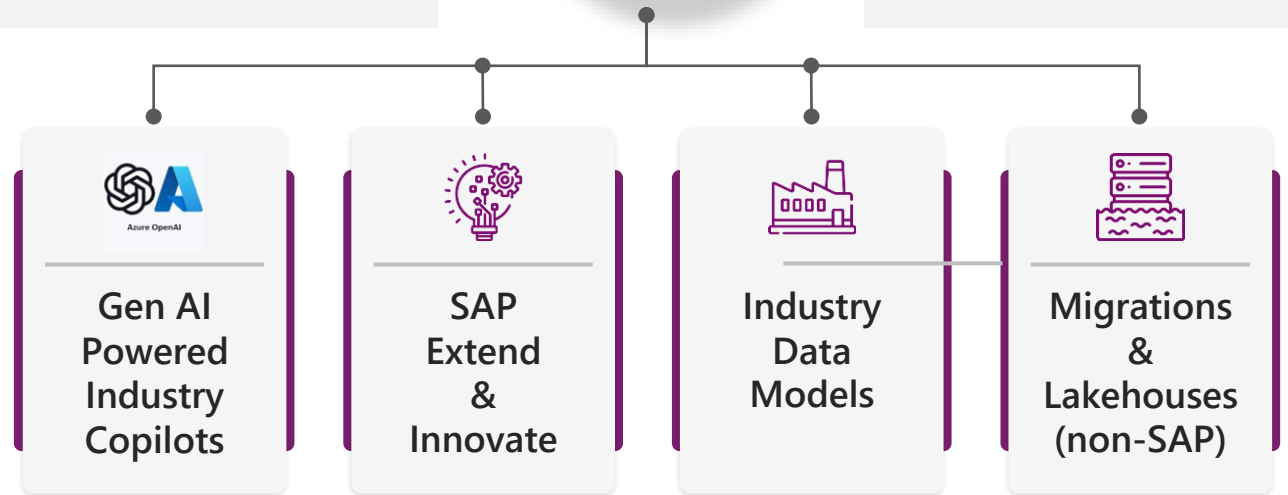
Traditional Enterprise meets Modern Cloud Innovation



- Deep Domain Expertise
- Open AI industry driven Copilots
- Premium Partner for SAP Extend and Innovate
- ECIF Green & Azure Innovate and AMM Cert.



- Partners with Microsoft Research
- IP Cosell Partner with Marketplace Transaction
- MACC enabled Solutions
- ISD Approved Partner



Business Value for Copilot enabled Retail Explorer

Business Opportunity

- Lack of End-to-End Supply Chain Visibility
- High Inventory Costs
- Customer Retention and Loyalty
- Inaccurate Pricing Strategies
- Low Sales per Square Foot



Solution

A comprehensive solution offering persona-specific LLMs to access product information and store policies, combined with Gen AI-powered retail analytics to enhance inventory visibility, maximize sales, improve customer experience, and enhance merchandising strategies.

Persona Benefits and Value Creation



Supply Chain Manager

- Supplier performance visibility
- Streamlined operations



Inventory Manager

- Reduced inventory holding costs
- Inventory visibility



Regional Store Manager

- Enhanced merchandising strategies
- Streamlined operations



Marketing Manager

- Create targeted campaigns
- Optimized channel spend



E-commerce Manager

- Enhanced product listings
- Faster response to market trends



Demand Planner

- Enhanced demand forecasting
- Proactive Planning



Product Manager

- Strategic Pricing Optimization
- Enhanced Product Portfolio

Solution Content

Playbook

Document Types

- Product Catalog
- Store Policies
- Customer Service Guidelines
- SOP's

- Marketing Campaigns
- Promotional Materials
- Store Details
- Compliance and Legal Documents

Analytics

- Supplier Performance
- Store Operations
- Inventory Health
- Store Checkout Efficiency
- Order Fulfillment
- Demand Planning & Forecasting
- Sales Performance
- Online Sales & Fulfillment
- Customer Engagement
- Product Performance

Customer Key Facts



Implementation Window

~ 13 ~ 14 Weeks



Implementation Cost

~ \$TBD



ROI

- 15 to 25% Increase in sales per square foot
- 10 to 20 % Reduction in overstock, stockouts & dead stock
- 10 to 15 % Reduction in customer churn

Dashboards (10) KPIs (70)



Supplier Performance



Inventory Health



Demand Planning & Forecasting

Documents (1000)



SOP



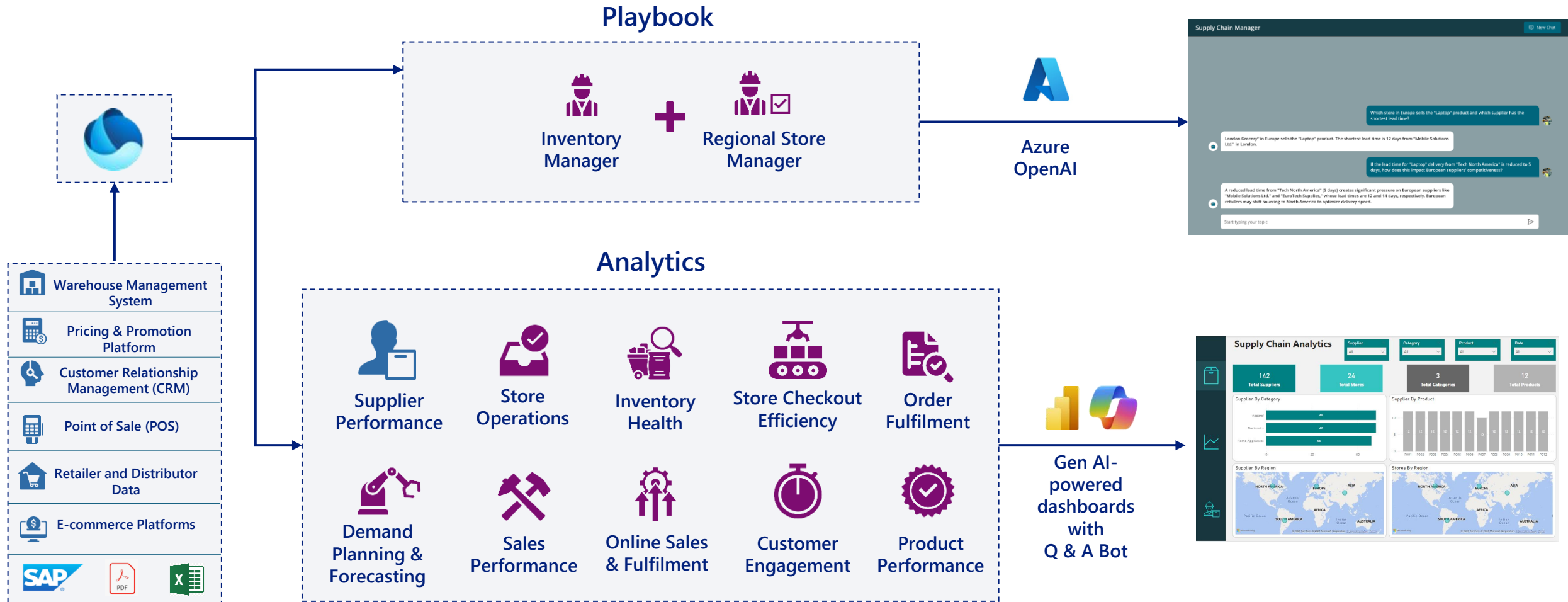
Store Policies



Product Catalog



Customer Service Guidelines

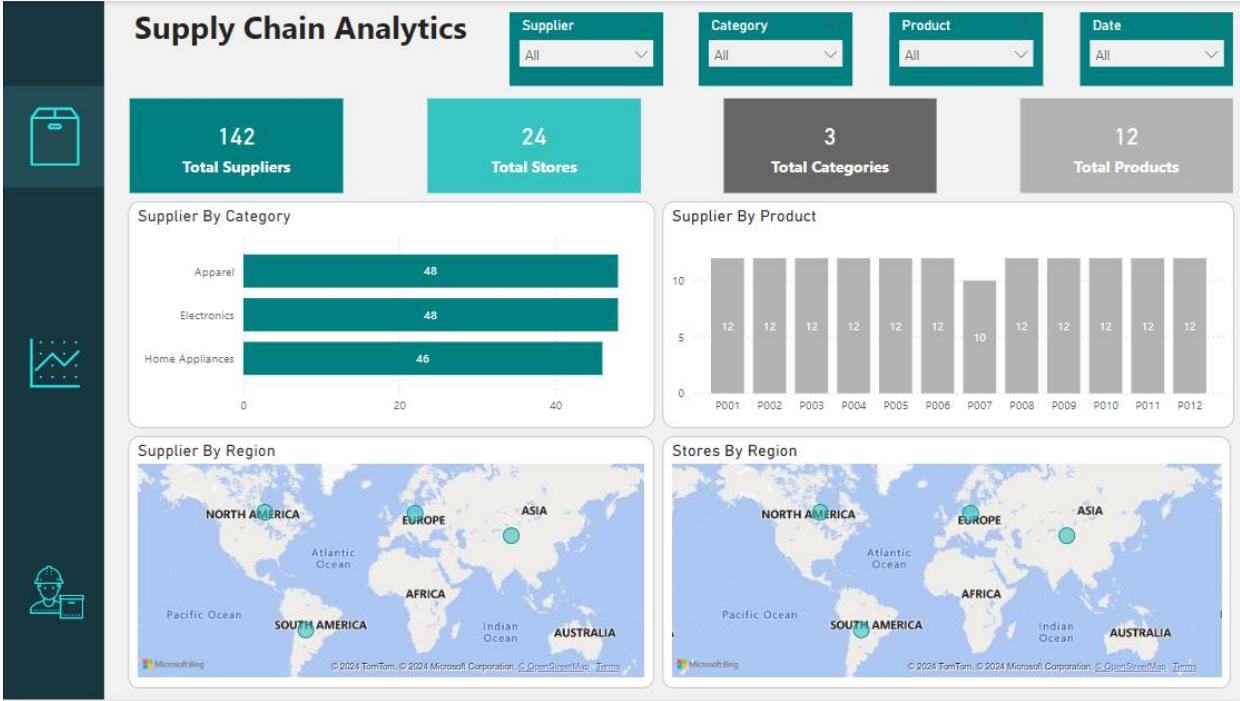


Analytics Value for Supply Chain Manager

- Enhanced Product Availability
- Enable Better Stock Planning & Minimize Stockouts
- Improve Lead Time & Reduce Backorders
- Reduced Operational Costs
- Regional & Store-level Insights

KPIs (16)

Total Suppliers	Total Categories	Total Stores
Supplier by Region	Stores by Region	Total Products
Lead Time by Supplier	Supplier by Product	Supplier by Category
Order Fill Rate	Order Fill Rate by Stores	Perfect Order Rate
Backorder Rate by Product	Perfect Order Rate by Stores	Backorder Rate
	Backorder Rate by Stores	



Analytics Value for Inventory Manager

- Ensure Efficient Stock Replenishment
- Prevent Overstock, Stockouts & Deadstock
- Cost Reduction & Waste Minimization
- Enhanced Store-level Efficiency

KPIs (12)

Inventory Turnover
Rate

Inventory Turnover
Rate by Product

Stockout Rate

Stockout Rate by
Store

Stockout Rate by
Product

Overstock Rate

Overstock Rate by
Store

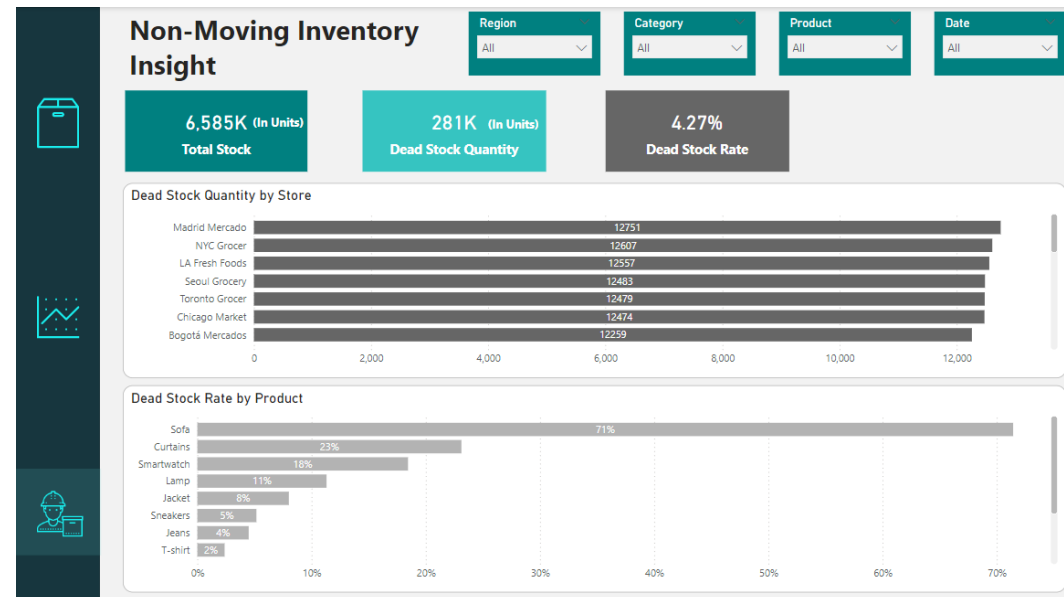
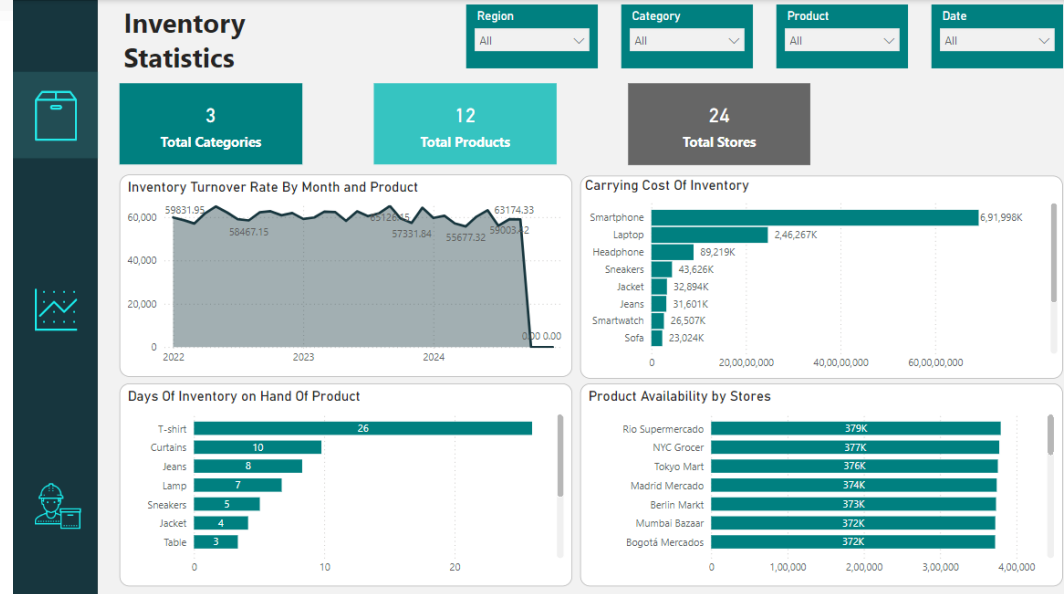
Overstock Rate by
Product

Dead Stock
Percentage

Dead Stock
Percentage by Store

Dead Stock
Percentage by Product

Days of Inventory on
Hand (DOH)



Analytics Value for Regional Store Manager

- Enhanced Store-level Efficiency
- Regional & Store-level Insights
- Benchmarking for Performance of Stores

KPIs (7)

Sales per Square Feet

Top 10 Stores by Sales per Square Feet

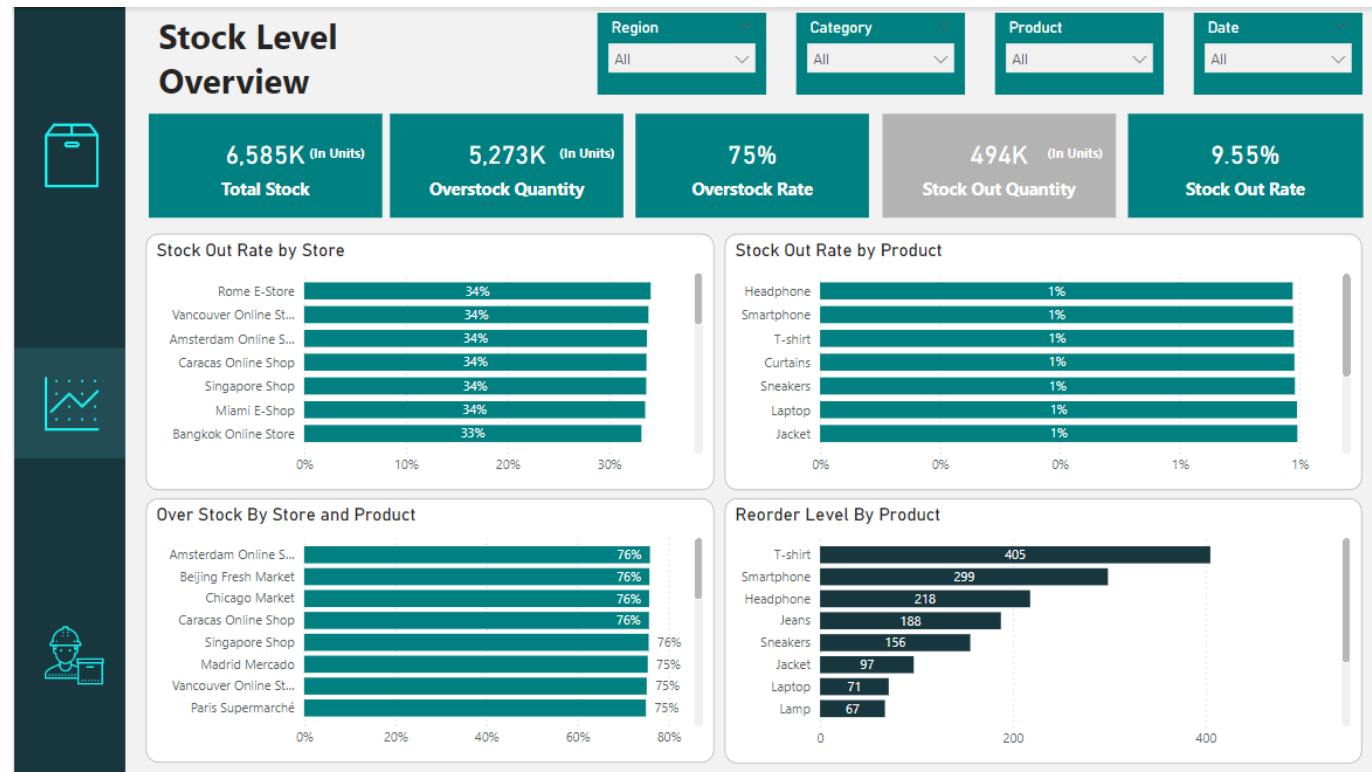
Average Transaction Value (ATV)

Region wise ATV

Top 10 Stores by ATV

Average Checkout Time

Average Checkout Time by Store



Analytics Value for Marketing Manager

- Enhanced Customer Experience & Retention
- Marketing Efforts Effectiveness Visibility
- Insights for Promotional Plans
- Store-level Performance Insights

KPIs (11)

Cross Sell Rate

Return on Advertising Spend (ROAS)

Top 10 Store by CSAT

Customer Footfall

Customer Conversion Rate

Customer Satisfaction Score (CSAT)

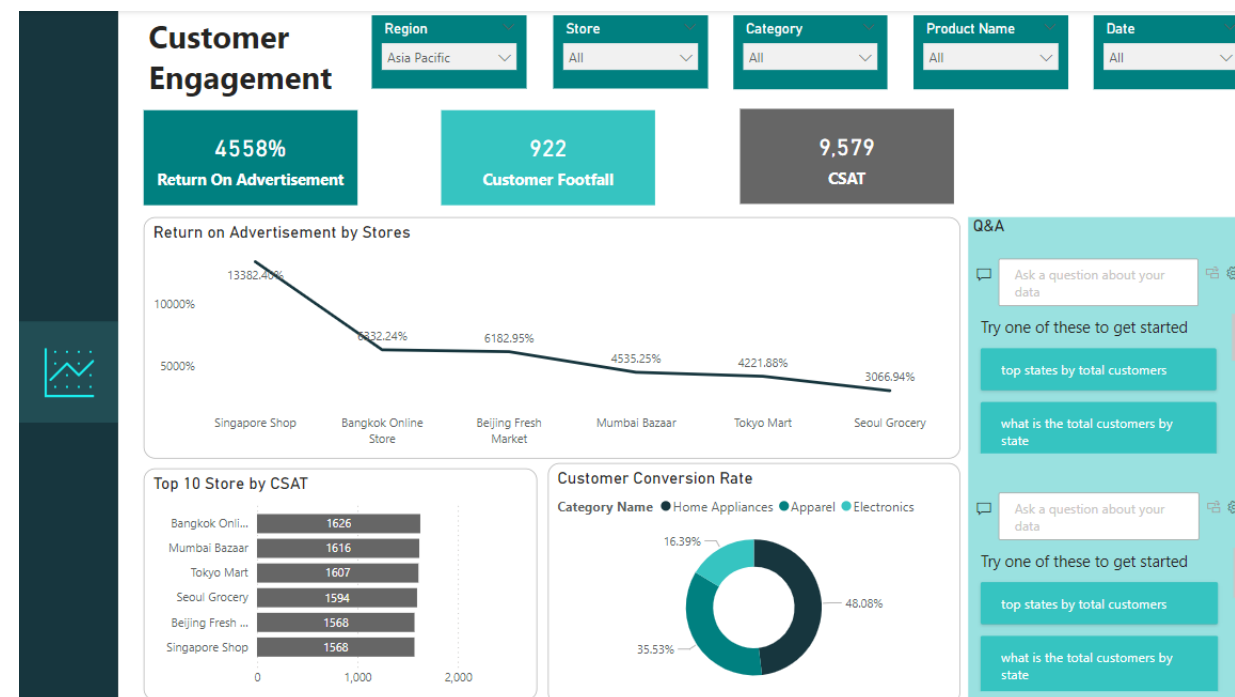
Customer Retention Rate

Average Customer Lifetime Value (CLV)

Top 10 Store by NPS

Average Customer Lifetime Value (CLV) by Store

Net Promoter Score (NPS)



Analytics Value for E-Commerce Manager

- Enhanced Customer Engagement & Conversion
- Improved Product Listings
- Targeted Marketing Strategies

KPIs (9)

Website Traffic

Website Traffic to
Sales Conversion Rate

Average Time on
Website

Page View Per Session

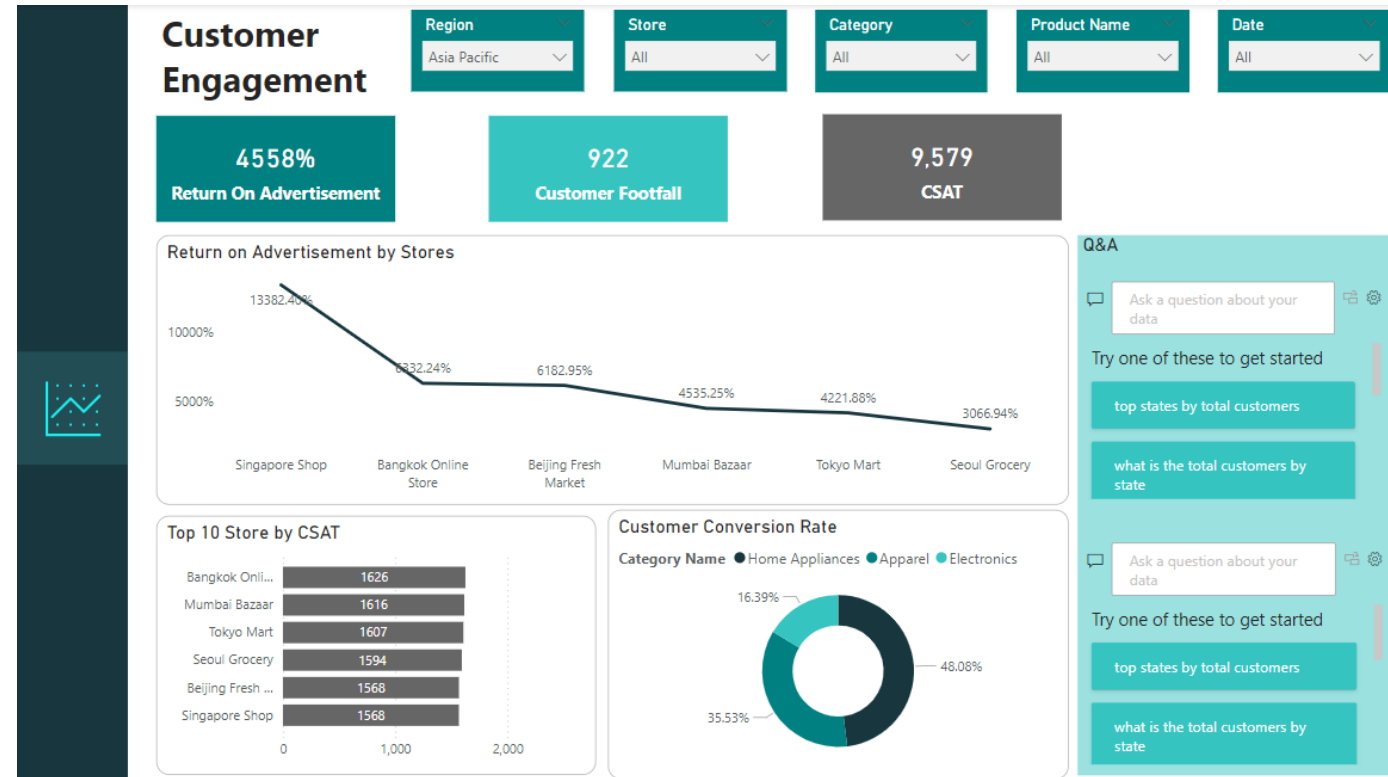
Page Load Time

Bounce Rate

Total Website Customers
by Region

Online Order
Fulfillment Rate

Online Return Rate



Analytics Value for Demand Planner

- Demand Trend Insights
- Data-driven Decision Making
- Streamlined Supply Chain Coordination
- Collaboration Across Departments
- Enhanced Responsiveness to Promotions

KPIs (14)

Forecasted Demand

Actual Demand

Forecast Accuracy

Order Fill Rate

Forecast Bias

MAE

Perfect Order rate %

On time delivery %

Promotional Lift

Delta

Seasonal Demand Patterns

Demand Variability

Demand Plan Adherence

Lead Time Variability

Demand Planner - 2

Region: All

Category: All

Store Name: All

Product Name: All

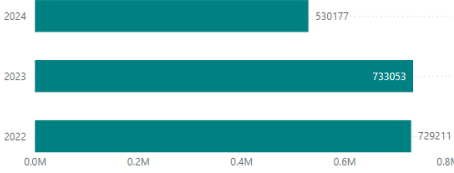
Year, Month: All

19,92,217
Inventory Turnover Rate

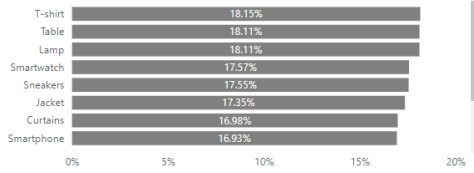
74.62%
Overstock Rate

17.23%
Under Stock Rate

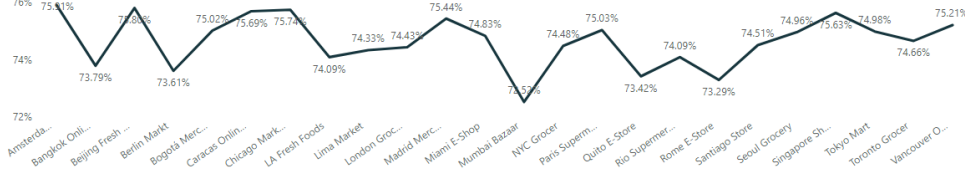
Inventory Turnover by Period



Understock by Product



Over Stock Rate by Store, Product



Analytics Value for Product Manager

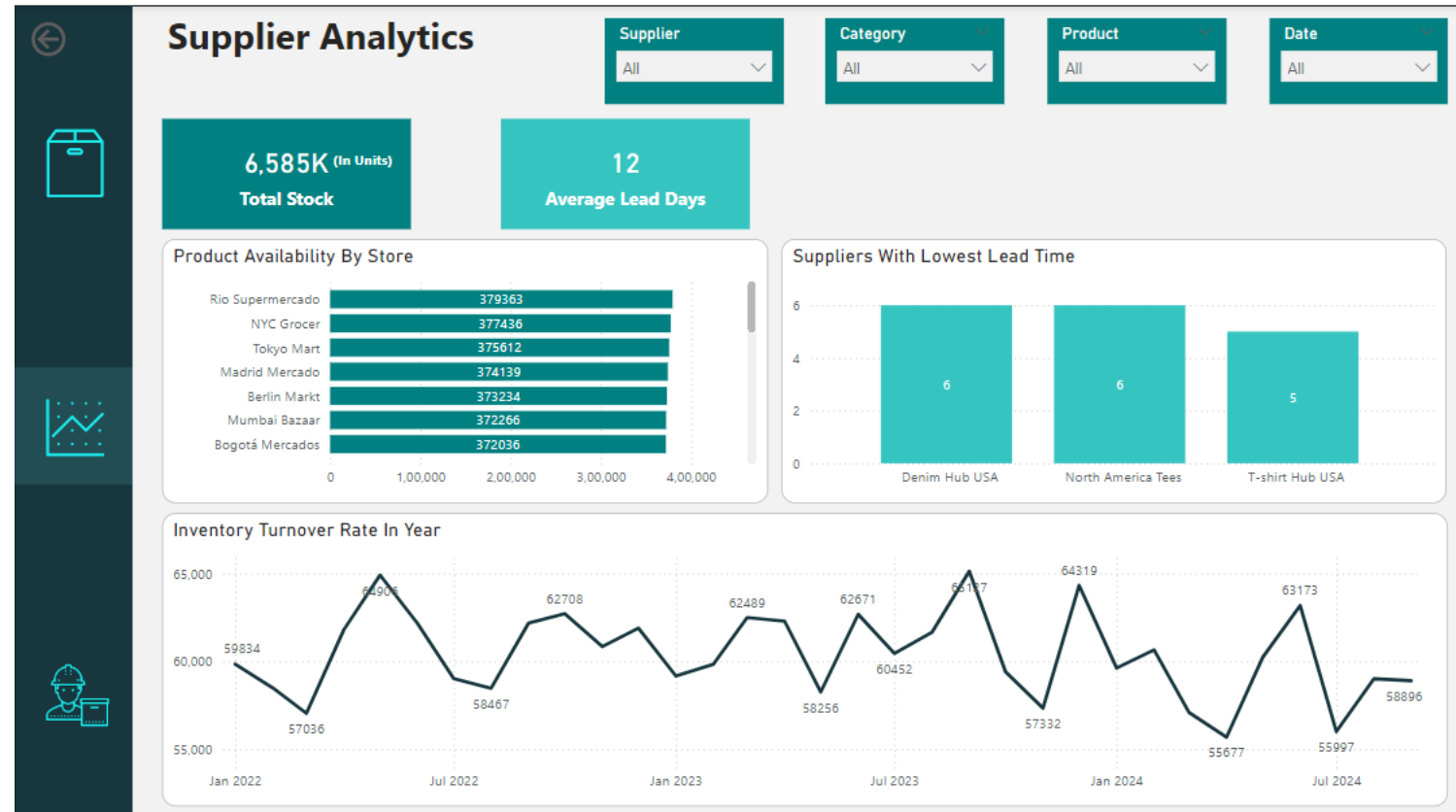
- Strategic Pricing For Products
- Effective Product Launches
- Enhanced Product Quality & Satisfaction
- Data-driven Decision Making

KPIs (3)

Price Competitiveness
Index

New Product
Adoption Rate

Product Return Rate





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Thank You