



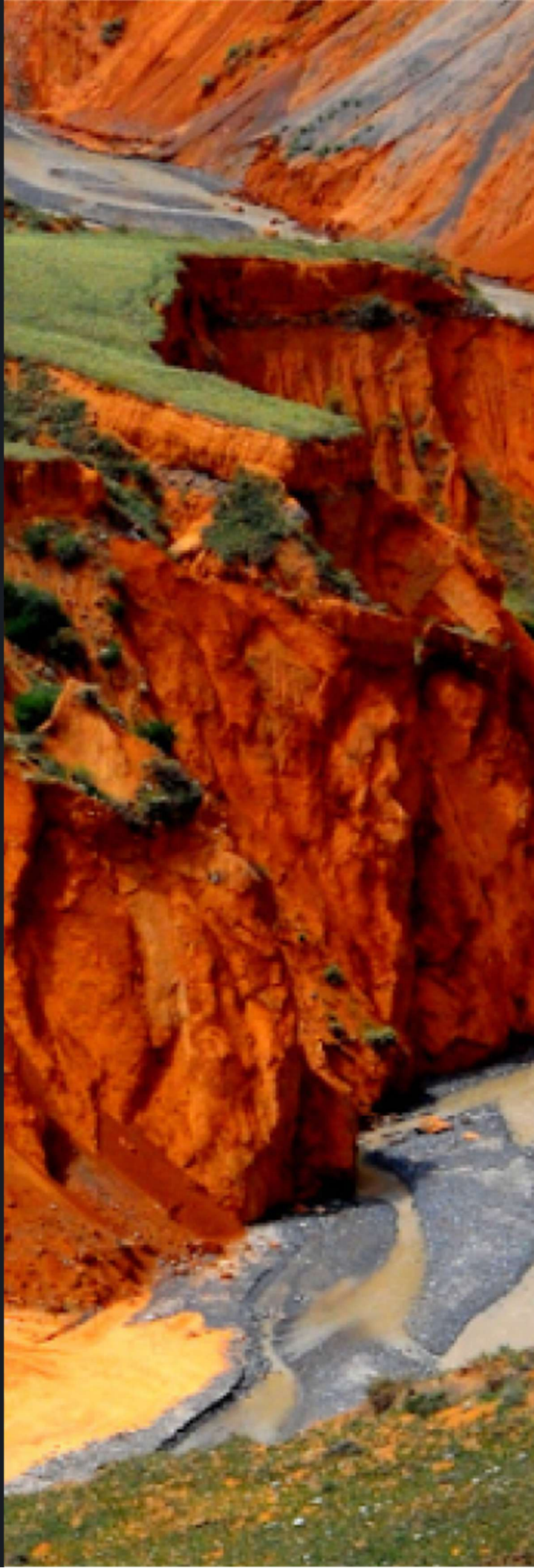
Trendintel

Smart AI Insights for
Winning Product
Decisions

June 2026



genpact





Genpact Trend Intel- AI Powered Trend Intelligence for
Smart Retail Decisions

Table of contents

Table Of contents	2
1. Introduction.....	3
2. The Challenge	3
3. The Solution	3
4. How It Works	5
4.1 AI & LLM Models.....	5
4.2 AI Powered Assistant.....	5
4.3 Trend Monitoring Dashboards.....	5
4.4 Microsoft Azure Services	6



1. Introduction

In today's fast-evolving retail landscape, organizations struggle with fragmented data across markets, competitors, and trends, leading to manual benchmarking, limited visibility, and difficulty identifying high-confidence product opportunities. This results in slower innovation, suboptimal assortments, and inventory inefficiencies, compounded by noisy data and delayed insights.

Trendintel addresses these challenges through an AI-powered visual intelligence platform that integrates market intelligence, attribute analysis, and competitor benchmarking. By delivering real-time, SKU-level insights and actionable recommendations, it enables faster decision-making, improved product development, and optimized assortments—driving better sell-through, reducing markdowns, and supporting a more agile, insight-driven approach to innovation.

2. The Challenge

- **Fragmented and manual data processes** – Disconnected datasets across markets and competitors lead to time-consuming manual benchmarking and inconsistent analysis.
- **Difficulty in identifying and predicting trends** – High noise in data reduces confidence in spotting emerging trends and new product opportunities.
- **Limited visibility into key sales-driving attributes** – Lack of real-time competitor and attribute-level insights results in poor decision-making and lower sell-through.
- **Inefficiencies in inventory and NPD cycles** – Slow insights and weak trend clarity lead to excess inventory, markdown losses, and delayed product development cycles.

3. The Solution

The key solution points using Trendintel with integrated differentiators:

- **Unified Visual Intelligence Platform for Market & Competitor Insights**

Trendintel consolidates fragmented datasets into a single visual intelligence platform, enabling seamless analysis of trends across competitors and aspirational brands. This eliminates manual benchmarking and provides a holistic, real-time view of the market, improving decision accuracy

- **AI-Driven Decisioning & Attribute-Level Intelligence**

Leveraging AI-led recommendations and granular attribute-level trend analysis, Trendintel identifies which product features drive success. This enables confident decision-making for new product development and assortment optimization, addressing low confidence in selecting winning attributes.



Genpact Trend Intel- AI Powered Trend Intelligence for Smart Retail Decisions

- **Advanced Competitive Benchmarking & Price Architecture Analysis**

With SKU-level benchmarking and competitive price architecture insights, Trendintel provides deep visibility into competitor positioning, pricing strategies, and product performance. This helps uncover assortment gaps, optimize pricing strategies, and enhance sell-through.

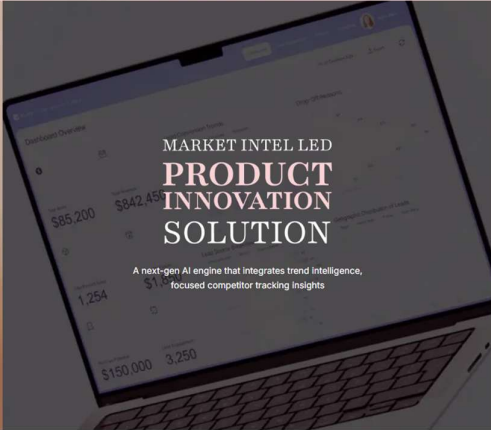
- **End-to-End Product Innovation Acceleration (AI Product Studio)**

Trendintel integrates AI Product Studio capabilities to streamline product conceptualization, briefs, and performance tracking. Combined with availability intelligence and real-time insights, it accelerates NPD cycles, reduces delays, and improves inventory and supply chain efficiency.

[Demo User](#) [Sign Out](#)

AI Powered assortment planning Platform. [Get Started](#)



Explore Platform Features

AI powered insights for brands and retailers. Specialized modules delivering market intelligence, trend analysis, and assortment planning capabilities.

Overview Hub Real time view of market trends	Trends Monitor Track trend intelligence by category	Competitor Analysis Compare assortment with competition
AI Recommendation	AI Product Studio	Reports & Others



Genpact Trend Intel- AI Powered Trend Intelligence for Smart Retail Decisions

4. How It Works

4.1 AI & LLM Models

The solution analyzes millions of market signals from across the digital ecosystem — websites, reviews and ratings, emerging brands and competitor assortments and bestsellers. Using advanced AI models, it detects early signals and predicts which ideas are gaining momentum in the market. But identifying trends is just the first step.

Our solution connects these market insights with your own assortment & point-of-sale and transaction data, helping you understand how emerging trends align with your current customer demand, product performance, and category opportunities. Once an opportunity is validated, the solution automatically converts insights into structured product briefs, helping teams rapidly move from trend discovery to product development.

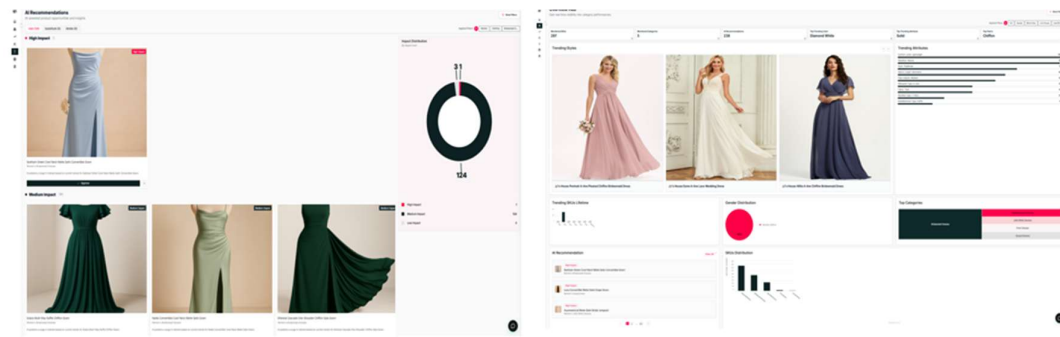
4.2 AI Powered Assistant

Need insights that matter, exactly when you need them? This intelligent virtual advisor understands plain English and delivers context-aware responses as per user query empowering both first-time users and leaders with consistent, expert-aligned and data backed guidance.

4.3 Trend Monitoring Dashboards

The dynamic benchmarking dashboards offer a panoramic view of your external data sets providing insights into competitor trends. Based on the predefined competitors and their data sets, the solution provides comparative analysis across intended product categories.

Every insight can be tailor-made for your industry, geography, and scale, ensuring relevance and precision in decision-making.





Genpact Trend Intel- AI Powered Trend Intelligence for
Smart Retail Decisions

4.4 Microsoft Azure Services

Trendintel AI is built entirely on Azure—native architecture. Its frontend and backend APIs run on Azure Web App. Azure Data Factory orchestrates data ingestion, while Azure Databricks processes it into a medallion architecture (Bronze, Silver, Gold).

Azure OpenAI (GPT-4o & Vision) powers feature extraction, AI insights, and image processing, with content in Azure Blob Storage and data persisted in PostgreSQL. CI/CD and the development lifecycle are managed via Azure DevOps.



Thank you

For further information, please contact:

Tanuja Pendlimarri

Assistant Vice President – Genpact - Retail, Centre of Excellence

T +91 9845485843

E tanuja.pendlimarri@genpact.com

W www.genpact.com

@2025 Copyright of Genpact. All Rights Reserved