



# Impact – Disruption Matrix for Retail & CPG Industry

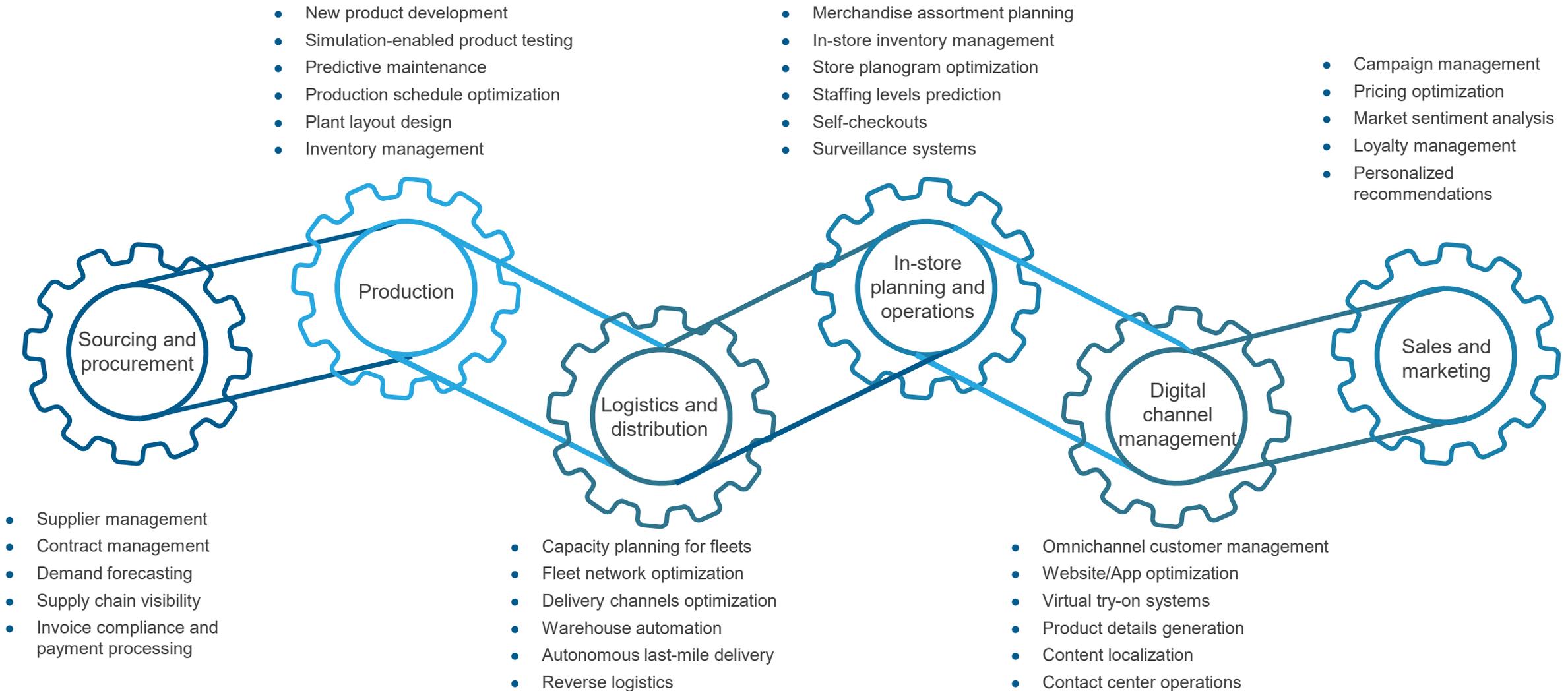
Focus on AI and Analytics

2024

# Retail & CPG | Value chain

## Key AI and automation investments across the retail & CPG value chain

NOT EXHAUSTIVE



# Impact-Disruption Matrix

Use cases are positioned on the matrix based on disruption and impact scores



# Parameters | Y – Axis

## Impact



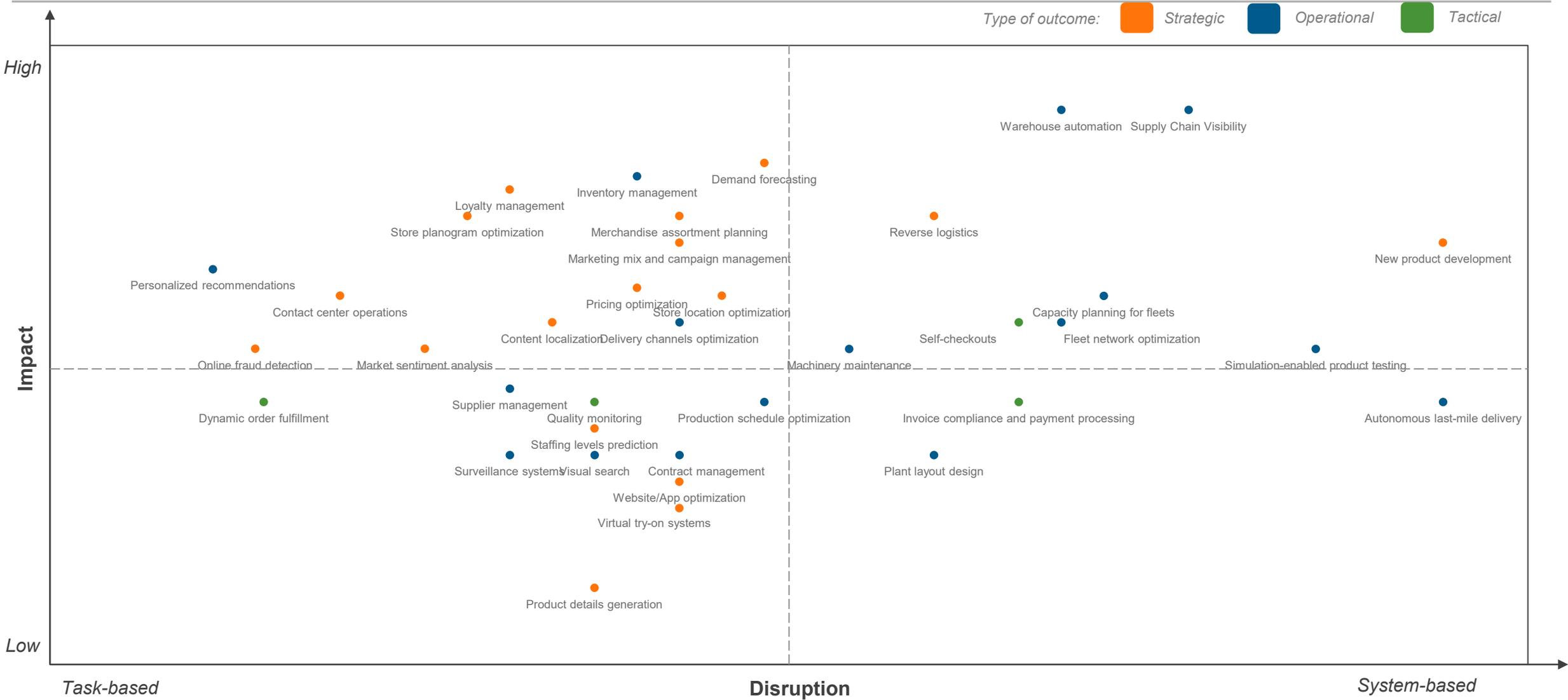
# Parameters | X – Axis

## Disruption

Parameters	Sub-parameters
 <p>Number of stakeholders</p>	<ul style="list-style-type: none"><li>• Internal stakeholders such as functional departments and business units</li><li>• External stakeholders such as customers, partners and regulatory bodies</li><li>• Use cases that impact more stakeholders get scored higher</li></ul>
 <p>Number of data sources</p>	<ul style="list-style-type: none"><li>• Heterogeneity of data sources, types, and formats</li><li>• Volume of input data that is collected and analyzed</li><li>• Use cases with high heterogeneity of data and volume of data get scored higher</li></ul>
 <p>Complexity of integration</p>	<ul style="list-style-type: none"><li>• Number of integrations with adjacent hardware and software systems</li><li>• Use cases that have higher number of integrations get scored higher</li></ul>
 <p>Scalability and usage frequency</p>	<ul style="list-style-type: none"><li>• Repeatability of the solution across different contexts</li><li>• Frequency of usage daily, weekly, monthly</li><li>• Repeatable and more frequently used solutions get scored higher</li></ul>

# Retail & CPG | Impact-Disruption Matrix

Key AI and automation use cases positioned across the four quadrants





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