



Impact – Disruption Matrix for Retail & CPG Industry

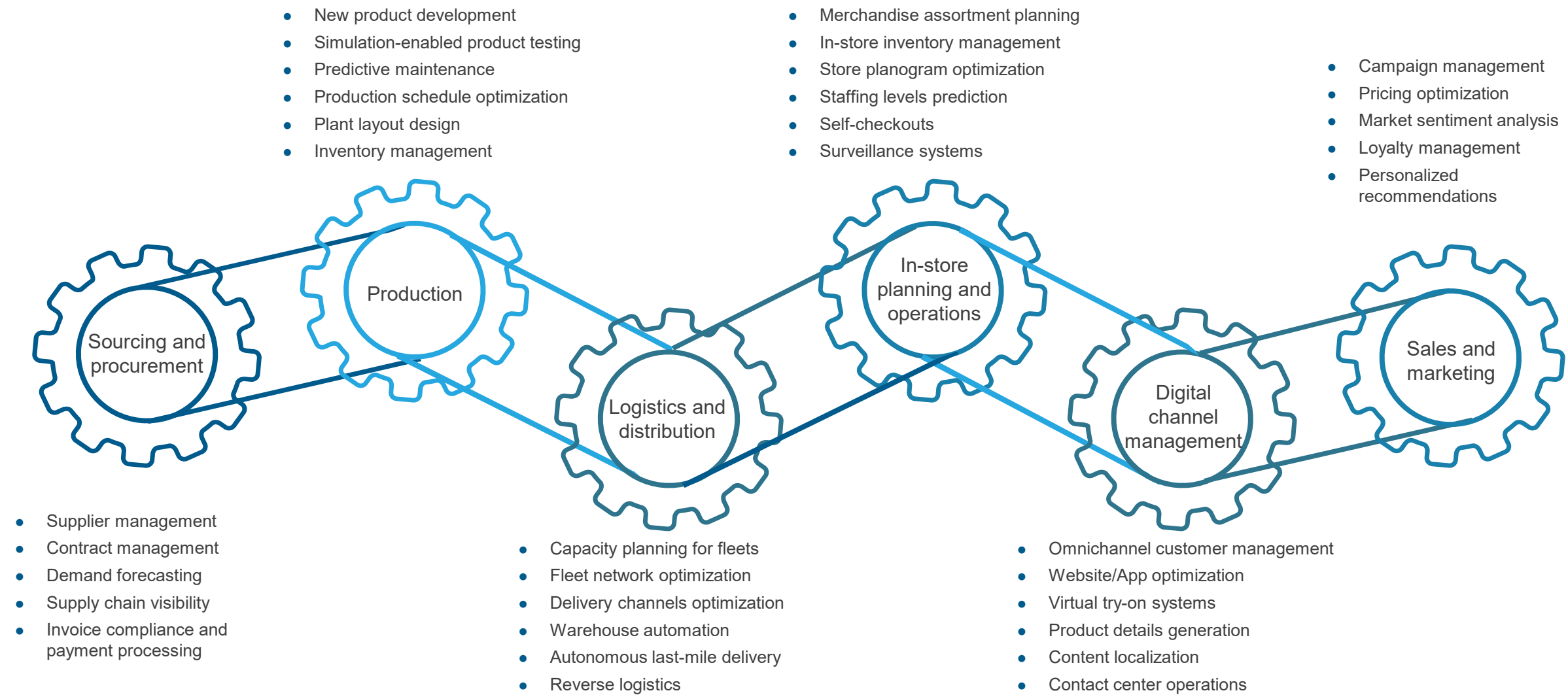
Focus on AI and Analytics

2024

Retail & CPG | Value chain

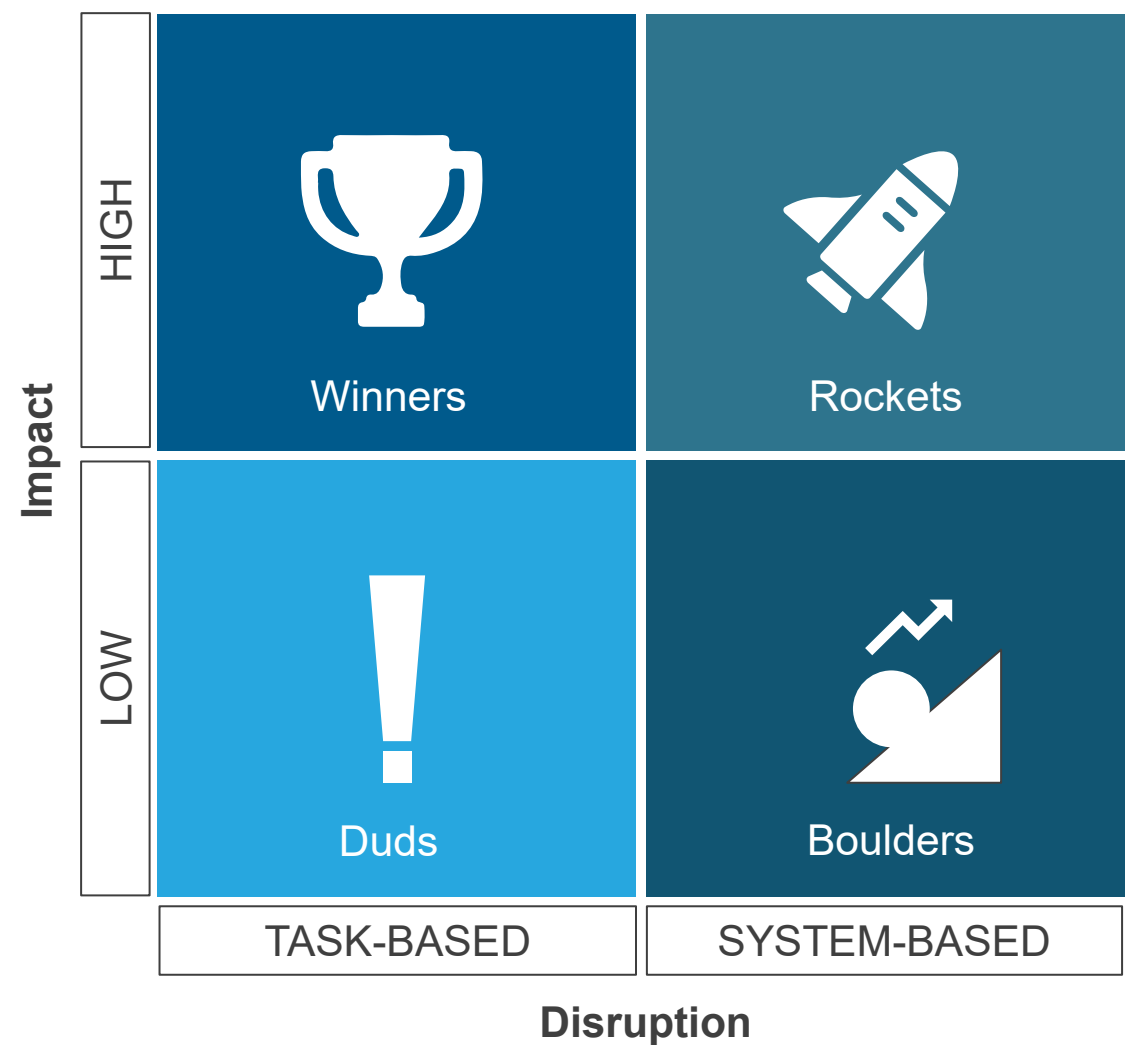
Key AI and automation investments across the retail & CPG value chain

NOT EXHAUSTIVE



Impact-Disruption Matrix

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







Parameters | Y – Axis

Impact



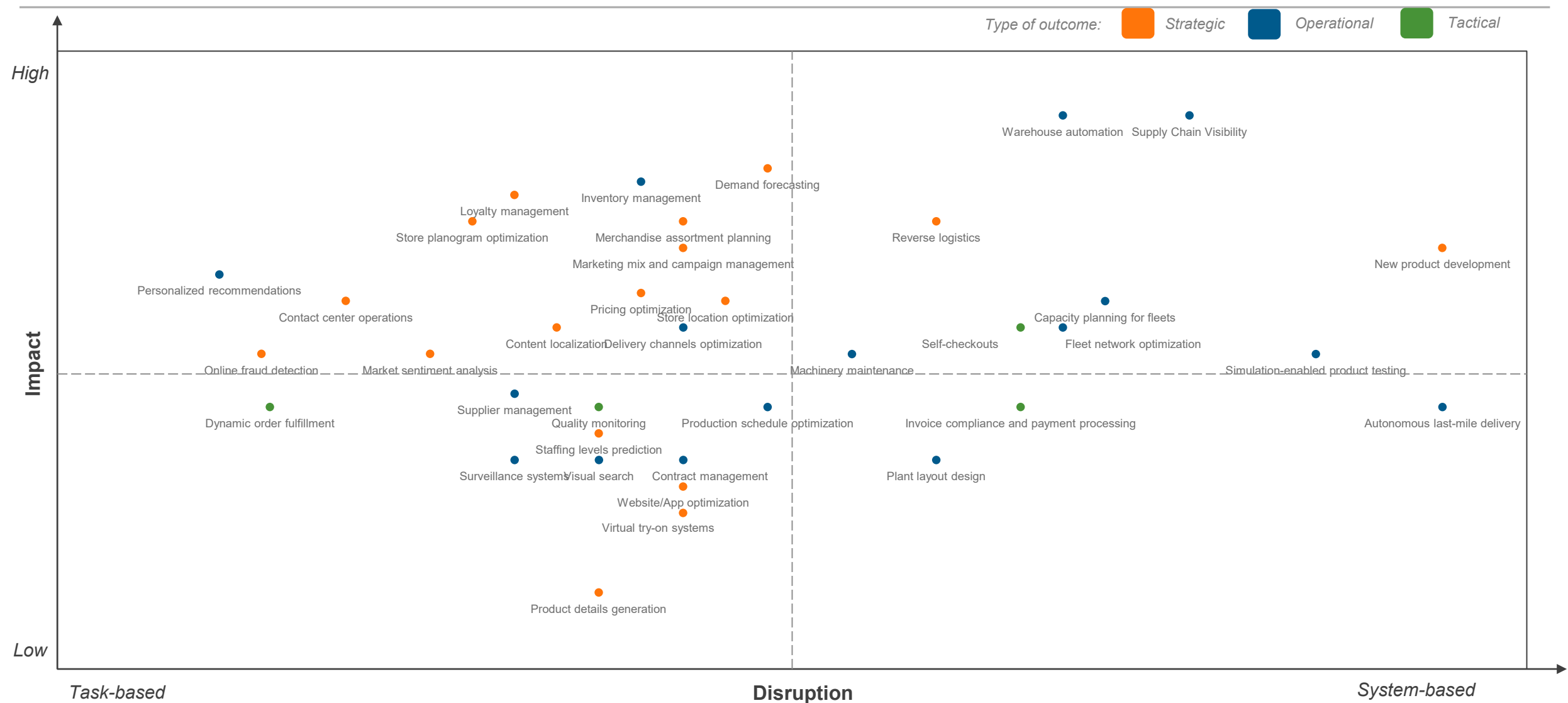
Parameters | X – Axis

Disruption

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

Retail & CPG | Impact-Disruption Matrix

Key AI and automation use cases positioned across the four quadrants



Stay connected

Dallas (Headquarters)

info@everestgrp.com
+1-214-451-3000

Bangalore

india@everestgrp.com
+91-80-61463500

Delhi

india@everestgrp.com
+91-124-496-1000

London

unitedkingdom@everestgrp.com
+44-207-129-1318





Toronto

canada@everestgrp.com
+1-647-557-3475

Website

everestgrp.com

Social Media

 @EverestGroup
 @Everest Group
 @Everest Group
 @Everest Group

Blog

everestgrp.com/blog

NOTICE AND DISCLAIMERS

IMPORTANT INFORMATION. PLEASE REVIEW THIS NOTICE CAREFULLY AND IN ITS ENTIRETY. THROUGH YOUR ACCESS, YOU AGREE TO EVEREST GROUP'S TERMS OF USE.

Everest Group's Terms of Use, available at www.everestgrp.com/terms-of-use/, is hereby incorporated by reference as if fully reproduced herein. Parts of these terms are pasted below for convenience; please refer to the link above for the full version of the Terms of Use.

Everest Group is not registered as an investment adviser or research analyst with the U.S. Securities and Exchange Commission, the Financial Industry Regulatory Authority (FINRA), or any state or foreign securities regulatory authority. For the avoidance of doubt, Everest Group is not providing any advice concerning securities as defined by the law or any regulatory entity or an analysis of equity securities as defined by the law or any regulatory entity.

All Everest Group Products and/or Services are for informational purposes only and are provided "as is" without any warranty of any kind. You understand and expressly agree that you assume the entire risk as to your use and any reliance upon any Product or Service. Everest Group is not a legal, tax, financial, or investment advisor, and nothing provided by Everest Group is legal, tax, financial, or investment advice. Nothing Everest Group provides is an offer to sell or a solicitation of an offer to purchase any securities or instruments from any entity. Nothing from Everest Group may be used or relied upon in evaluating the merits of any investment. Do not base any investment decisions, in whole or part, on anything provided by Everest Group.

Products and/or Services represent research opinions or viewpoints, not representations or statements of fact. Accessing, using, or receiving a grant of access to an Everest Group Product and/or Service does not constitute any recommendation by Everest Group that recipient (1) take any action or refrain from taking any action or (2) enter into a particular transaction. Nothing from Everest Group will be relied upon or interpreted as a promise or representation as to past, present, or future performance of a business or a market. The information contained in any Everest Group Product and/or Service is as of the date prepared, and Everest Group has no duty or obligation to update or revise the information or documentation. Everest Group may have obtained information that appears in its Products and/or Services from the parties mentioned therein, public sources, or third-party sources, including information related to financials, estimates, and/or forecasts. Everest Group has not audited such information and assumes no responsibility for independently verifying such information as Everest Group has relied on such information being complete and accurate in all respects. Note, companies mentioned in Products and/or Services may be customers of Everest Group or have interacted with Everest Group in some other way, including, without limitation, participating in Everest Group research activities.

