

**BLOG**

## From concept to shelf – The AI advantage in CPG product innovation

How can CPG companies ensure their new offerings resonate with consumers and translate into real revenue? The answer lies in leveraging the power of data and artificial intelligence to enhance their product development capabilities. Discover how AI overcomes challenges like lack of data availability, siloed access and inconsistent data for better business outcomes.

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## Category assortment optimization with planogram drives higher retail sales

Find out how an American consumer company optimized shelf placement and localized planograms but also identified opportunities to introduce new SKUs which lead to a sales uplift of 8%. Read on to know more about ML-based assortment optimization solution.

[Read case study](#)

## THOUGHT LEADERSHIP



### Quick win use-cases for Generative AI

Gen AI is unlocking new possibilities and driving operational efficiencies and innovation across industries. From enhanced customer experience to inventory and AI-driven supply chain planning. Explore top use-cases across different industry verticals to maximize operational efficiency.

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