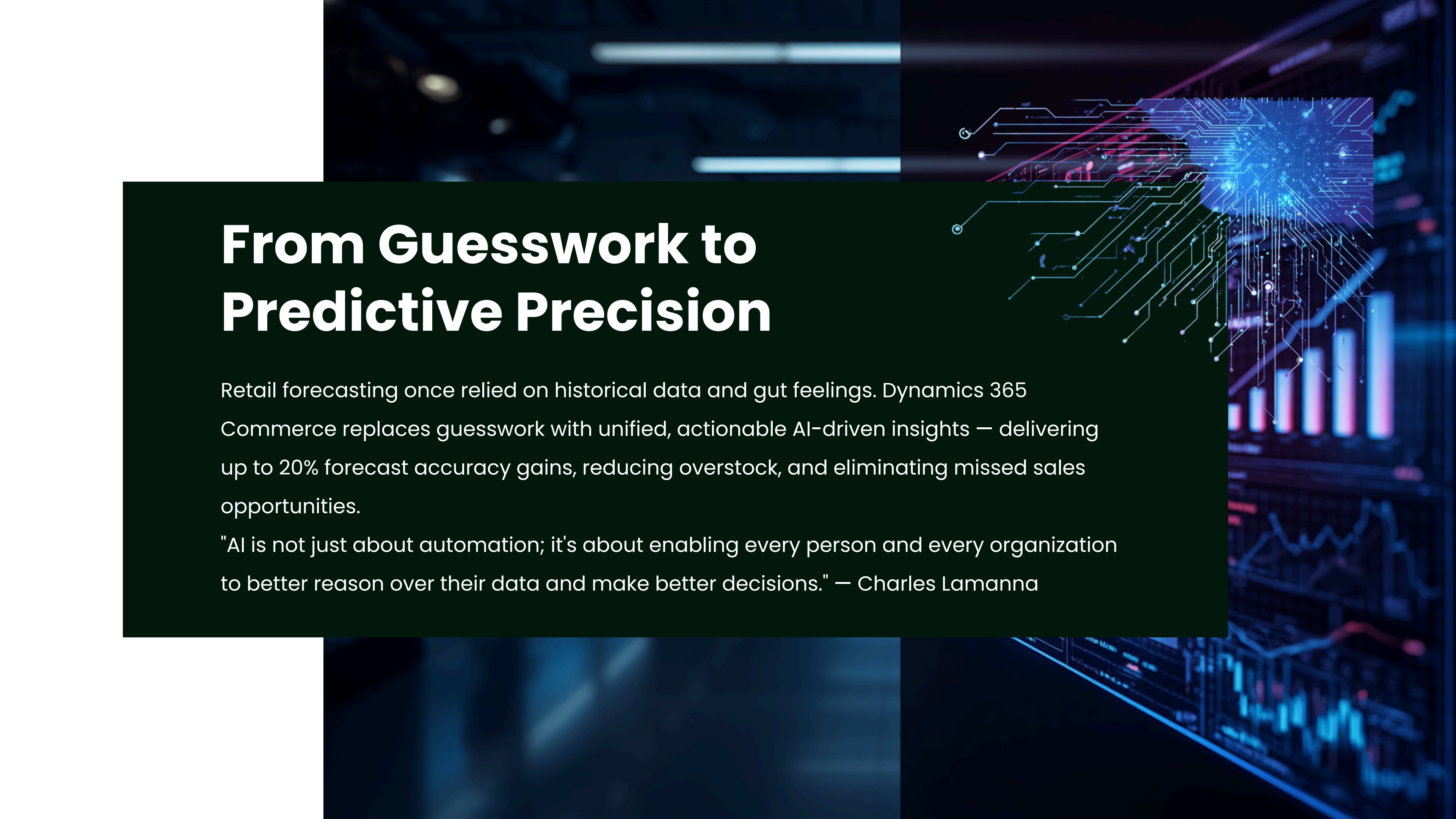


How AI in Dynamics 365 Commerce is Changing Retail Forecasting

Transforming Retail with Predictive Accuracy and Real-Time Insights



From Guesswork to Predictive Precision

Retail forecasting once relied on historical data and gut feelings. Dynamics 365 Commerce replaces guesswork with unified, actionable AI-driven insights — delivering up to 20% forecast accuracy gains, reducing overstock, and eliminating missed sales opportunities.

"AI is not just about automation; it's about enabling every person and every organization to better reason over their data and make better decisions." — Charles Lamanna

Key Takeaways



Predictive Accuracy

AI-driven forecasting replaces reactive decisions with predictive, data-backed accuracy, reducing overstock and missed sales.



Smarter Decision-Making

Real-time data and AI models enable faster, smarter decisions — keeping retail operations agile and aligned with demand.



Conversions & Loyalty

Predictive insights power hyper-personalized promotions that drive higher conversions and long-term brand loyalty.

Smarter Demand Forecasting with Real- Time Data

01

Real-Time Signals

Legacy systems are replaced by live signals from weather, social media, and sales data — enabling instant, accurate demand sensing.

02

Azure ML Pattern Detection

Azure Machine Learning detects granular demand patterns invisible to humans, analyzing seasonality, trends, and micro-signals at scale.

03

Now-Casting & Instant Pivots

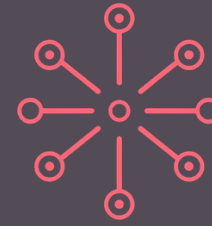
Now-casting capabilities allow retailers to act on real-time market shifts instantly, ensuring the right product is available at the right moment.

Real-Time Data in Action

Live data and AI models ensure the right product is always in the right place at the right time. Dynamic data streams flow continuously into [Dynamics 365 Commerce](#), enabling instant retail pivots and precision forecasting at every touchpoint.



Reducing Inventory Waste and Stockouts



Unified Inventory View

A unified inventory view across all channels reduces stockouts and excess stock, giving retailers complete visibility in real time.



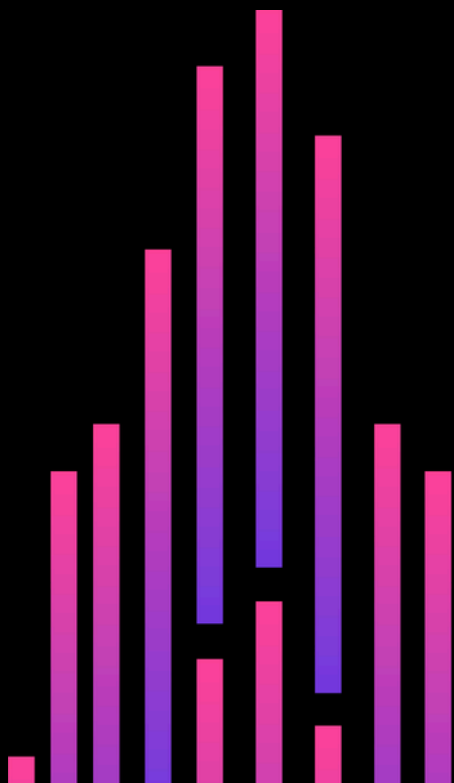
AI-Driven Replenishment

AI-driven replenishment automatically orders stock based on real-time demand signals, eliminating manual guesswork and delays.



Lean Inventory Management

Matching supply to localized demand creates lean inventory, preventing discount cycles and protecting profit margins.



INVENTORY OPTIMIZATION COMPARISON

Manual Stock Management

- High stockout rates disrupt sales
- Excess inventory ties up capital
- Reactive ordering leads to lost revenue
- Manual processes prone to human error
- Discount cycles erode profit margins

AI-Driven Replenishment

- Automated orders based on real-time demand
- Lean inventory reduces holding costs
- Predictive restocking eliminates stockouts
- Cost savings across supply chain
- Optimized margins with dynamic pricing

Personalized Promotions & Predictive Insights



Hyper-Personalized Offers

Moves beyond generic discounts to targeted offers that identify the right incentives triggering purchases, minimizing margin erosion.



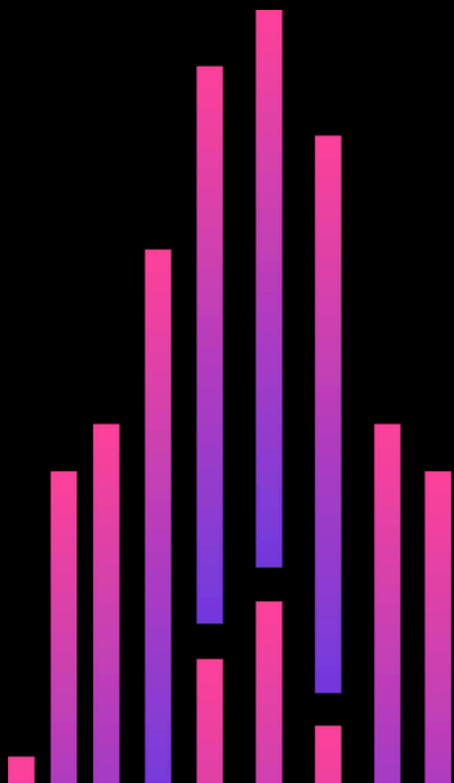
Promotional Impact Forecasting

Simulates marketing campaigns before launch to forecast promotional impact, optimize ROI, and refine strategies with scenario modeling.



AI-Driven Pricing Optimization

Analyzes competitor pricing, inventory levels, and demand elasticity in real time to dynamically optimize pricing for better margins.



Deep Dive:

Forecasting Promotion Impact & AI Pricing

Simulating Campaigns for Maximum ROI

Dynamics 365 Commerce enables retailers to simulate marketing campaigns before launch, modeling expected uplift, margin impact, and customer response. Scenario simulations allow teams to test promotional strategies, compare outcomes, and select the approach that maximizes ROI — eliminating costly trial-and-error.

AI Dynamic Pricing & Better Outcomes

AI-powered dynamic pricing continuously adapts to real-time market signals — competitor pricing, inventory levels, and demand elasticity — ensuring optimal price points at every moment. The result: better margins, more relevant offers, and higher customer satisfaction across all channels.



IMPROVING OMNICHANNEL FORECAST ACCURACY

10

Unify E-Commerce & POS Data

Integrates online and physical store data into a unified 360-degree customer view, eliminating siloed information.

02

AI Predicts Online-to-Store Impact

AI models forecast how online browsing and digital engagement translate into in-store traffic and purchase behavior.

03

Support BOPIS Optimization

Supports Buy Online, Pick Up In Store (BOPIS) by optimizing inventory placement and staffing allocation across channels.

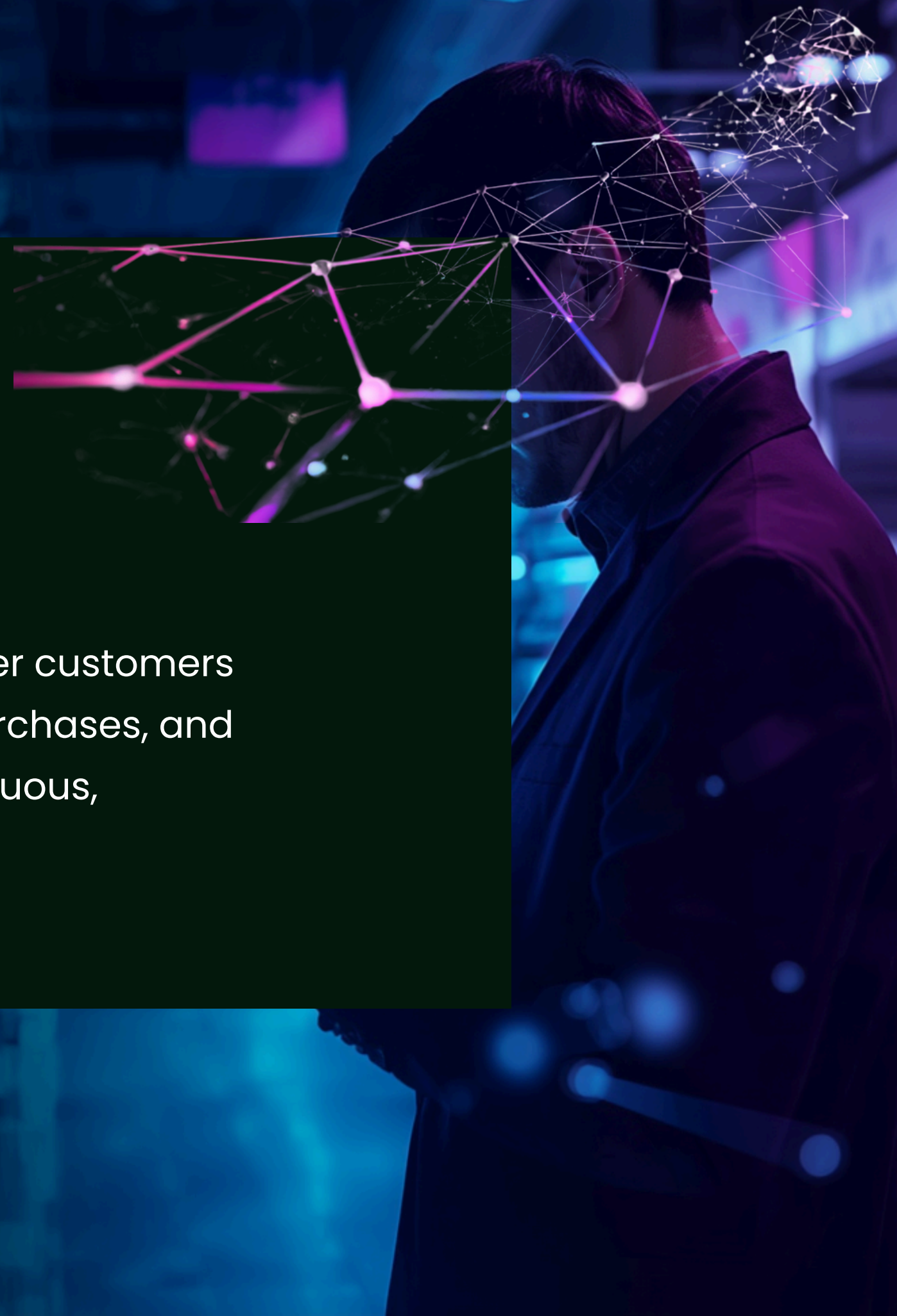
04

Eliminate Regional Discrepancies

Removes regional stock imbalances by aligning supply with localized, real-time omnichannel demand signals.

Omnichannel Data Integration in Practice

Unified data creates a frictionless shopping experience wherever customers engage. By seamlessly connecting online browsing, in-store purchases, and mobile interactions, Dynamics 365 Commerce delivers a continuous, personalized journey across every touchpoint.



Data-Driven Decision Making

01

Real-Time Dashboards

Real-time dashboards highlight market shifts and bottlenecks, giving leaders instant visibility into retail performance.

02

Empirical Evidence

AI replaces anecdotal assumptions with data-backed evidence, enabling confident, objective strategic decisions.

03

ROI Clarity for Investments

Leaders confidently approve investments with clear ROI projections, reducing financial risk and maximizing returns.

04

Automated AI Data Crunching

Automated AI models handle data processing and continuous learning, freeing leaders to focus on strategy.



Turning Insights into Action

Embedded AI Workflows

AI intelligence is embedded directly into procurement, marketing, and logistics workflows — ensuring that predictive insights automatically translate into operational decisions. This eliminates manual handoffs and reduces human error at every stage of the retail process.

Strategic & Tactical Alignment

Dynamics 365 Commerce aligns AI-driven forecasts with both strategic goals and day-to-day operations. Automated models handle continuous data learning and crunching, freeing leaders to focus on growth while the system scales seamlessly with accelerating product lifecycles.

WHY CONNECT WITH WEB SYNERGIES?



Tailored AI Roadmaps

Web Synergies builds customized AI strategies leveraging Dynamics 365 Commerce to fit your unique retail goals.



Optimized Supply Chain

Streamline supply chain operations, optimize forecast accuracy, and elevate the customer experience with proven AI solutions.



Dedicated Collaboration

Partner with us for a smooth, scalable, and profitable AI retail transition. Unlock your retail potential today.



Thank You!

Questions & Discussion

www.websynergies.com