

# How GenAI Enabled a Major Retailer to Achieve Data-Driven Supply Chain Transformation

## INDUSTRY

Retail

## CAPABILITY

Generative AI  
(GenAI)

## FUNCTION

Supply Chain &  
Procurement

## TECH STACK

/ SAP  
/ Databricks  
/ Manhattan TMS & WMS  
/ Azure Data Factory  
/ React

## Client Overview

The client is one of the largest home rural lifestyle specialty retailers in the US. They aimed to transform their supply chain operations to become more data-driven.

## The Ask

The client's primary goal was to transform its supply chain operations by providing business leaders with timely, accurate, and actionable insights.

## Challenges

A significant obstacle was the lack of a unified platform to track international and domestic Purchase Orders (POs) and Distribution Orders (DOs) across the supply chain.



Business leaders needed a more intuitive way to interact with data, as they were reliant on complex queries or manual analysis to gain insights.



## Our Solution: Agentic AI for Supply Chain and Workforce Optimization

As part of building a Purchase Order Control Tower, Tiger Analytics implemented a GenAI-powered solution to address these challenges.

### Integrated GenAI:

We integrated the GenAI component into a centralized PO Control Tower, ensuring that all insights were derived from a single source of truth for the purchase order lifecycle.



### Enabled Natural Language Interaction:

The solution empowered business leaders to ask open-ended questions in natural language and receive accurate, context-aware responses in real-time, eliminating the need for complex queries.



### Provided Dynamic Data Exploration:

The platform offered the ability to explore data dynamically through interactive visualizations and drill-down capabilities, allowing users to gain insights into PO and DO statuses, anomalies, and key metrics like arrival delays, ETAs, and stock levels.



### Implemented Proactive Alerting:

The solution was designed to receive proactive alerts and notifications based on predefined business rules and predictive analytics, helping leaders anticipate and mitigate issues such as PO delays and stock shortages.



## Impact Delivered

### Enhanced Decision-Making:

Business leaders were enabled to ask complex questions and receive actionable insights in real-time, driving faster and more informed decisions across the supply chain.



### Improved Operational Efficiency:

The solution eliminated the need for manual data exploration and complex querying, leading to significant savings in time and resources.



### Cross-Functional Alignment:

By providing a unified platform for all teams to access real-time insights, the solution fostered greater collaboration and alignment across the organization.



### Proactive Issue Mitigation:

Combined with predictive analytics, the system helped leaders anticipate and mitigate issues like Purchase Order (PO) delays and stock shortages before they escalated.



### Future-Ready Supply Chain Intelligence:

The organization was empowered to make data-driven decisions based on current and predictive insights, ensuring long-term operational excellence and a future-ready supply chain.



## Get GenAI-powered Supply Chain Decision Intelligence

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### About Us

Tiger Analytics is a global leader in AI and analytics, helping Fortune 1000 companies solve their toughest challenges. We offer full-stack AI and analytics services & solutions to help businesses achieve real outcomes and value at scale. We are on a mission to push the boundaries of what AI and analytics can do to help enterprises navigate uncertainty and move forward decisively. Our purpose is to provide certainty to shape a better tomorrow.

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