



# AI that Delivers

The Retail HANDBOOK

AI-driven analytics can **improve retail forecasting accuracy** by **— 20%**

AI models process large volumes of historical sales and demand data to **improve forecast precision**

Machine learning **identifies complex demand patterns** and **seasonality** that traditional models often miss

More accurate forecasting helps retailers **reduce stockouts** and **excess inventory**

Retailers can **make better merchandising, pricing, and promotion decisions** using predictive insights

Improved demand forecasting enables more **efficient supply chain** and **inventory planning**

# 5 Ways

you can use AI in retail  
to work smarter today



1 AI-driven  
risk management  
**achieves 99% accuracy**



4 **40% Effort Reduction &  
25% Cost Savings** via  
GenAI-Driven Test Automation



2 **20% boost in  
customer visibility**  
powers loyalty excellence



5 AI-Powered Multi-Cloud  
Cost Management **Optimizes Spend  
& Improves Financial Agility**



3 **2x Faster  
Insight Delivery** with  
Streamlined Data Migration



# 1 AI-driven risk management achieves 99% accuracy



For a **Global Ecommerce Platform**

When the e-commerce platform sought stronger risk management and seller authenticity, Movate's AI-driven risk scoring and fraud detection delivered:

99%

Accuracy in identifying genuine sellers

80%+

Success rate in fraud detection

360

Degree visibility into IRS dues and seller performance



## THE CHALLENGE

The platform operates a vast and diverse seller ecosystem with varying GMV and sales volumes. Fraudulent sellers repeatedly return post-suspension with duplicate accounts, undermining trust. Manual risk management processes fail to consistently track repeat offenders or enforce risk scoring. Accurate, automated reporting and recovery of U.S. Seller IRS dues are urgently needed. The absence of real-time monitoring tools limits visibility into seller behavior and category-level fraud patterns.

## THE SOLUTION

To address these challenges, Movate designed an 8-tier risk scoring system aligned with GMV and quantity limits, automated seller classification using historical risk signals, and built ML models with 99% accuracy for identifying genuine sellers. Suspicious sellers were detected with over 80% precision. Behavior tracking was enhanced using A/B testing across seller categories. The integrated solution enables a self-serve tool for internal teams and provides predictive analysis, IRS dues tracking, and faster fraud detection.

# 2 20% Boost in Customer Visibility Powers Loyalty Excellence



For a **Global Retail Leader in Energy and Retail Fuels**

When the leader in energy and retail fuels needed to revitalize loyalty dashboards and gain deeper insights into store campaigns, Movate re-engineered dashboards and deployed advanced analytics solutions and delivered:

20%

Boost in loyalty customer visibility

40%

Improvement in store-level targeting

2X

Increase in campaign benchmarking accuracy

## THE CHALLENGE

The client relied on legacy data platforms and fragmented dashboards that limited visibility into loyalty program performance and store campaigns. Manual pipelines and poor scalability delayed insights and slowed decision-making, while gaps in ML documentation created operational risks. As loyalty data volumes grew across regions, the lack of centralized analytics made it difficult to track campaign results, benchmark performance, and effectively optimize customer engagement strategies.

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## THE SOLUTION

Movate modernized the client's loyalty analytics ecosystem by re-engineering dashboards and integrating global data sources to create a centralized view of campaign performance. Three Power BI dashboards at the program, site, and product levels enabled real-time tracking of key metrics such as campaign response, fuel vs. retail spend, and store performance. Additional capabilities including market segmentation insights, currency conversion, and A/B testing improved campaign evaluation and enabled more effective, data-driven loyalty strategies.





# 3 **2X Faster Insight Delivery** with Streamlined Data Migration

For a **Global Retail Leader**

When the retail leader wanted to modernize its legacy data platforms and accelerate access to business insights at scale, Movate's AI-driven data migration and modernization solution delivered:

**30%**

Boosted platform performance

**10%**

Reduced code complexity for leaner operations

**2X**

Faster business insights



## THE CHALLENGE

The client relied on legacy data platforms that struggled to process large volumes of retail data efficiently. Manual pipeline triggers, poor scalability, and Spark system bottlenecks delayed critical business insights needed for pricing, demand forecasting, and customer experience initiatives. Incomplete ML documentation, rising licensing costs, and limited visibility into processing bottlenecks further slowed decision-making, turning data infrastructure into a barrier rather than a strategic enabler.

## THE SOLUTION

Movate modernized the client's data platform by implementing a Databricks-based Medallion architecture integrated with Azure Data Lake and PySpark. Legacy pipelines were simplified into modular workflows, redundant tables were removed, and schemas were optimized to improve processing efficiency. This streamlined architecture enabled faster, scalable data processing and significantly accelerated access to reliable business insights.

# 4



## 40% Effort Reduction & 25% Cost Savings via GenAI-Driven Test Automation

For a **Global Cosmetics Company**

When a global cosmetics company aimed to modernize its software testing lifecycle using automation, analytics, and GenAI, the initiative delivered:

25%

Reduction in cost

10%

Increase in productivity

30–40%

Reduction in effort to develop test cases and automation scripts

### THE CHALLENGE

The client relied heavily on SMEs for knowledge transfer, creating bottlenecks and slowing the modernization of its software testing lifecycle. Manual test case creation and scripting were time-consuming and error-prone, while historical defect data was underutilized, limiting the ability to prioritize high-risk modules. Limited reuse of test assets and the absence of intelligent automation increased testing effort, reduced productivity, and constrained scalability.

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### THE SOLUTION

Movate implemented a GenAI-driven test automation and analytics framework to modernize the testing process. Predictive analytics identified high-risk modules, while GenAI automatically generated test cases and automation scripts from user stories. A Universal Bot enabled knowledge reuse, reduced SME dependency, and continuously updated scripts to support intelligent, scalable testing operations.

# 5 AI-Powered Multi-Cloud Cost Management **Optimizes Spend & Improves Financial Agility**



For a **Global Consumer Goods Leader**

When the leader in consumer goods sought greater transparency and foresight in managing its multi cloud infrastructure across AWS, Azure, and GCP, Movate's AI-powered Cloud Cost Analytics Platform delivered:

15–20%

Cloud cost savings

60%

Reduction in manual reconciliation

Predictive

forecasts for proactive budgeting

## THE CHALLENGE

The client operated a complex multi-cloud environment across AWS, Azure, and GCP, with fragmented cost structures limiting financial visibility. Finance and IT teams lacked a single source of truth for cloud spend, resulting in reactive budgeting, inefficient reconciliation, and delayed decision-making. Historical usage data was underutilized, while the absence of predictive insights made it difficult to forecast demand, control overspending, and improve financial agility.

## THE SOLUTION

To address these challenges, Movate built an AI-powered Cloud Cost Analytics Platform that unified billing and usage data across AWS, Azure, and GCP using Databricks and Delta Lakehouse. Interactive dashboards in Power BI and DOMO enabled real-time spend visibility by region, business unit, and service category. Predictive forecasting models using Prophet and XGBoost improved budgeting accuracy, while automated alerts and optimization insights identified anomalies, rightsizing opportunities, and reserved instance usage, enabling proactive cost control and smarter financial decisions.



The intelligent outcomes platform

AI-native. Outcome-driven. Engineered to help enterprises ship smarter, run leaner, decide faster, and serve better.

## About Mova

Movate is a digital technology and customer experience services company committed to disrupting the industry with boundless agility, human-centered innovation, and a relentless focus on driving client outcomes. Recognized as one of the most awarded and analyst-accredited companies in its revenue range, Movate helps ambitious, growth-oriented companies across industries stay ahead of the curve by leveraging its world-class talent of over 12,000+ full-time Movators across 21 global locations and a gig network of thousands of technology experts across 60 countries, speaking over 100 languages.

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