Unlocking Retail Growth with Aible: What's Changed and Why Analysis

Executive Summary

Retailers operate in a volatile environment where market conditions, competitor strategies, and customer spending patterns shift constantly. Success depends on the ability to rapidly understand ***what has changed*** *in key performance indicators (KPIs)* and ***why those changes*** *are happening.*

Aible automatically analyzes millions of KPIs and combinations of those business drivers in the underlying data, and prioritizes the most impactful, actionable insights. From store managers to merchandising leaders—retailers can leverage the insights to proactively identify opportunities, mitigate risks, and drive decisions at a speed and scale beyond human capacity.

The Retail Challenge and Opportunity

Retailers face a rapidly shifting environment where success depends on more than tracking surface-level metrics. Weekly sales, margins, discounts, and transactions fluctuate constantly, but the real opportunity lies in uncovering the hidden drivers behind those changes. Retail teams struggle with:

- Constantly changing customer behavior across locations and channels.
- Competitive actions like pricing and promotions that vary market by market.
- Volatile external factors like tariffs, inflation or supply chain disruptions.
- The inability to get timely, actionable insights that explain *why* KPIs are shifting.

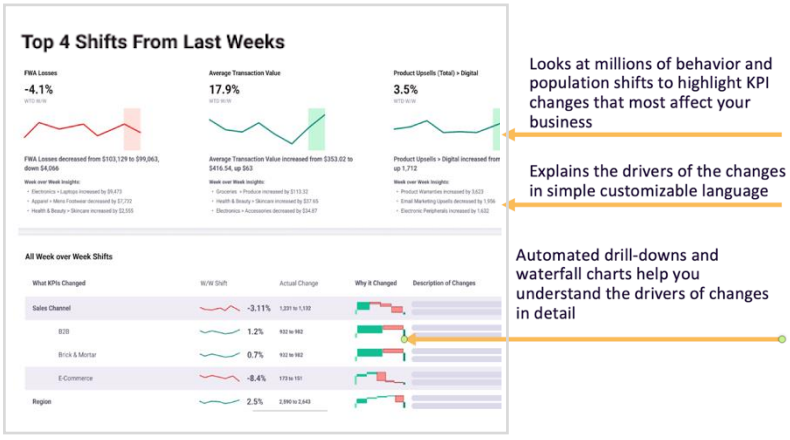
This gap leads to retailers reacting too late instead of acting proactively—limiting growth and eroding margins.

The Aible Solution for Retailers - What's Changed and Why

Instead of relying on slow, manual, or fragmented analytics, Aible leverages AI to power analysis at a humanly impossible pace and efficiency.

It evaluates **millions of patterns in the data to uncover the true drivers** of business impact.

It enables retailers to rapidly identify the segments driving changes in their top KPIs, and enables them to drill down into the factors contributing to those changes through the "What's Changed and Why" analysis.

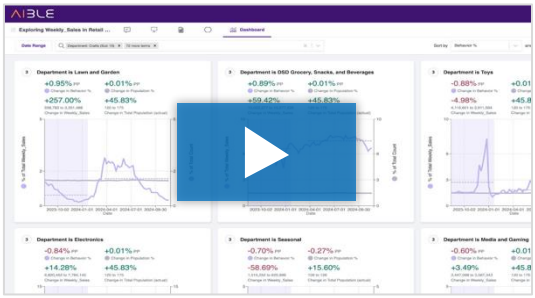


For example, Aible can analyze how customer characteristics, store location, tariffs, and pricing scenarios (such as discounts or promotions) interact to influence sales performance. It identifies not only which stores and products are performing better, but also why—pinpointing the combinations of factors that most strongly drive outcomes. This allows retail teams to easily understand the true drivers behind sales and margins, and to act on them with confidence.

Retail Example

Demo Video: aible.wistia.com/medias/rpgno2d2cf

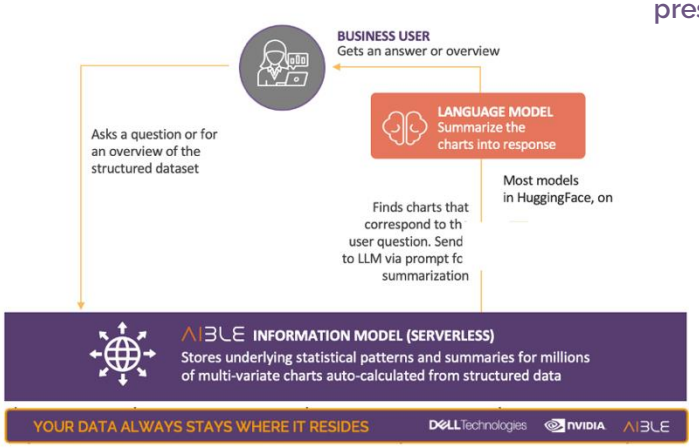
A leading Fortune 50 retailer used Aible's What's Changed and Why Analysis to understand customer purchase behaviors across geographies, product types, promotions. In minutes, Aible looked through over **10M** patterns across **4.8 Billion** rows of data at a compute cost of less than **$10** to rank order key insights related to behavior (how much people are paying or how often they buy) and population changes (how many people bought).



Given the expected shifts due to tariffs, inflation, and other factors, retailers need a completely **automated system that can analyze their data in humanly-impossible detail** to detect what is changing in their business today - essentially an early warning situational awareness system. All analytics and predictive models are premised on the future being similar to the past. That assumption is no longer true. You can't assume you know the right questions to ask of your data - you need agentic AI to ask every possible question on your behalf and highlight what you need to know **today**. **Three of the ten largest retailers already started using Aible for this capability since April 2nd 2025. Can you afford to not do the same?**

Aible keeps data and runs the models in customer's existing repositories, servers, desktops, or customer's own clouds.

Structured Data (80% by Value)



Fortune **500** Retailer Case Study presented at AI4 Conference. Aug '25

Every business end-user including executives will be able to surface unknown actionable insights due to fundamental shifts in customer behavior and purchase patterns for stores and product items - patterns that they had not discovered using traditional analytics and would not have found out about until after the quarter end - at which point it would be too late to take action on.

Who this matters to in Retail

Store Operations	• Store Manager • Regional/District Manager • Operations Manager
Merchandising & Category Management	• Merchandising Manager • Category Manager
Supply Chain & Inventory	• Inventory Manager
Pricing & Promotions	• Pricing Manager
Marketing & Customer Engagement	• Marketing Manager • E-commerce Manager
Executive Leadership	• CFO / COO / CMO

Deployment

Aible is deployed directly on Dell products. Aible can analyze data in Snowflake, Big Query, Databricks, Redshift and others without moving or copying the data.