



**SPRING
SUMMIT 2019**

**Perfect Promotion
Perfect Store
Perfect CX**



The Impact of AI and Machine Learning on CPG Revenue Management and Analytics



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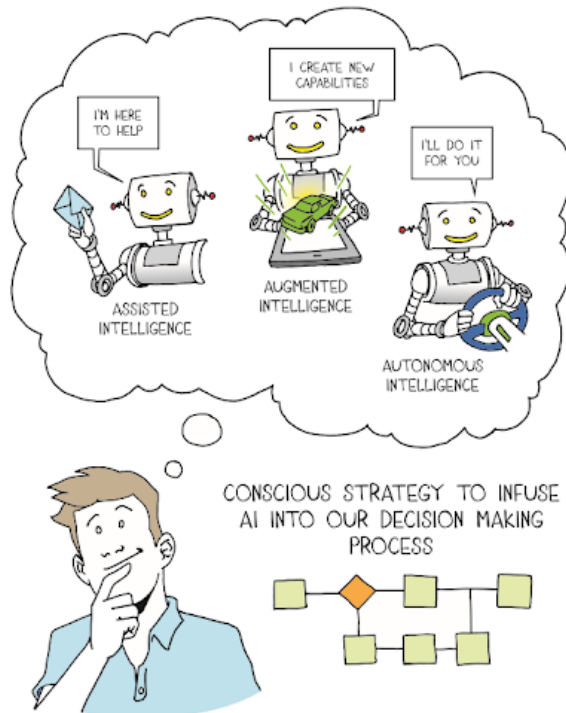


Kyle Smialek

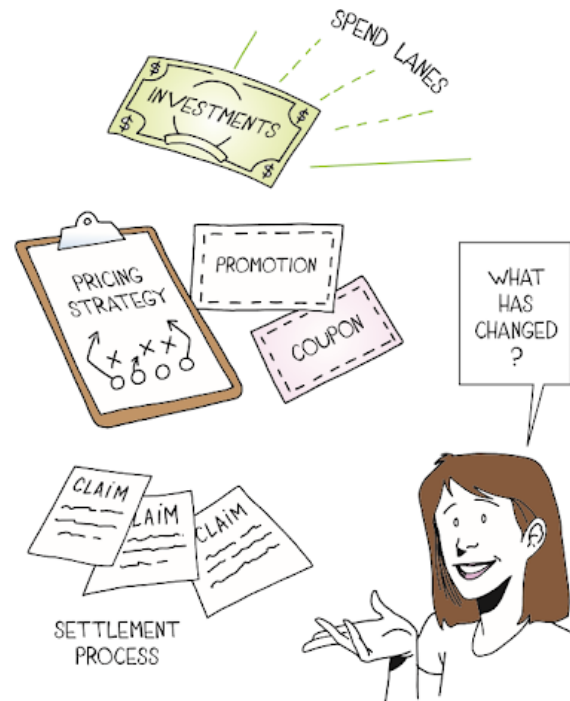
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AI AND EMERGING TECH IN REVENUE MANAGEMENT

ARTIFICIAL INTELLIGENCE AND WHAT DO WE MEAN



LET'S THINK ABOUT THE QUESTIONS WE LIVE BY EVERYDAY



strategy&
Part of the PwC Network

WHERE DO WE TAKE THE STEPS FOR EMBRACING AI AND ADOPTION CHALLENGES?

