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From Data to Decisions

AI, Supply Chains and the Retail Customer

FA-0214

AI for Leaders & Business

Introduction

A half-day executive briefing on turning fragmented operational and customer data into faster, sharper business decisions.

AI is changing how organisations anticipate demand, position inventory, manage disruption and understand customers—but the competitive advantage does not come from the technology alone. It comes from connecting trusted data to decisions that improve availability, loyalty, efficiency and profitability.

Designed specifically for senior management, this half-day course removes unnecessary technical detail and concentrates on strategic value, practical applications and executive accountability. Participants will explore how Snowflake can unify supply-chain, retail and customer data, while AI converts that information into forecasts, recommendations and timely operational insight. Snowflake's current platform direction increasingly combines governed enterprise data with AI capabilities for supply-chain assistance, customer-feedback analysis and faster decision support.

Trainer Profile

The course is delivered by an instructor with **more than 30 years of industry experience**, bringing an executive-level perspective grounded in real operational priorities. The content reflects current industry demand rather than academic theory, with a strong focus on commercial relevance, leadership decisions and achievable business outcomes.

Learning outcomes

Participants will be able to:

- Explain the business role of AI and advanced analytics in supply-chain and retail operations

- Identify high-value opportunities in forecasting, inventory, logistics and customer experience
- Understand how Snowflake supports unified, governed and timely data access
- Recognise the executive decisions required to move from fragmented data to AI-enabled operations
- Evaluate AI initiatives in terms of value, risk, readiness and measurable outcomes

Prerequisites

- General familiarity with organisational operations and strategic priorities
- Awareness of current supply-chain, retail or customer-experience challenges

Training outline

1. The Executive View of AI and Data

1. AI beyond the hype
2. From reporting to prediction and recommendation
3. The relationship between data quality and decision quality
4. Business value, risk and executive accountability

2. The Intelligent Supply Chain

1. Connected supply-chain visibility
2. AI-enabled demand forecasting
3. Inventory positioning and availability
4. Logistics and fulfilment optimisation
5. Disruption detection and responsive decision-making
6. Supplier and operational performance insight

3. Reinventing the Retail Customer Experience

1. The modern retail customer journey
2. Unified customer and transaction insight
3. AI-driven personalisation
4. Customer sentiment and feedback intelligence
5. Loyalty, retention and customer lifetime value
6. Balancing relevance, privacy and trust

4. Snowflake as the Data and AI Foundation

1. Breaking down operational and customer-data silos
2. Integrating supply-chain, retail and external data
3. Near-real-time analytics and executive visibility
4. Snowflake AI and analytics capabilities
5. Security, governance and controlled data access
6. Moving from dashboards to decision intelligence

5. Turning Opportunity into Executive Action

1. Selecting high-value business use cases
2. Assessing data and organisational readiness
3. Defining ownership and success measures
4. Avoiding expensive AI experimentation
5. Establishing a practical adoption roadmap

Disclaimer

This course outline is provided as an indicative training framework. The trainer reserves the right to amend, reorder, expand or omit content where reasonably necessary to reflect participant needs, available time, current industry developments or instructional priorities, without prior notice.

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