

Unlocking eComm data democratization with AI



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Up until now, **analyzing & actioning commerce insights** has felt a little like this...



AI presents a golden opportunity for brands to **make insights more accessible for all**



As eCommerce responsibilities democratize, AI will be needed to upskill teams quickly

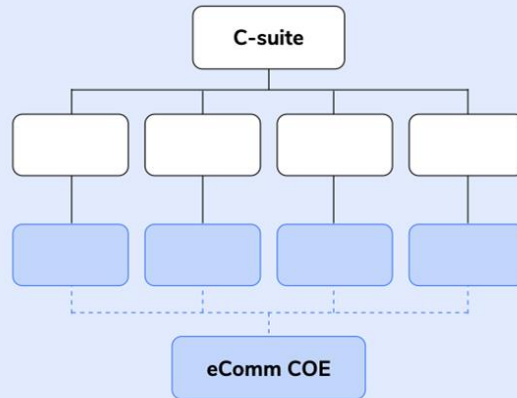
Q: Which best describes the structure of your eComm team?

Source: Profitero 2023 eCommerce Benchmark Survey

Democratized team

eComm roles are dispersed across the organization, often supported by an eComm Center of Excellence (COE).

2021	2022	2023
15%	19%	24%



“You expect me to analyze what, now?”



Brands that can democratize insights to drive better decisions will win more than those who don't

“How can we strengthen our PDPs to convert better?”



Marketing

Insight:
Reviews

“What products are struggling most to stay in stock?”



Sales

Insight:
Availability

“Where are we priced at a disadvantage?”



RGM

Insight:
Pricing

“What innovations are fueling growth in the category?”



Product

Insight:
Sales & Share

Introducing Ask Profitero

It's like if Chat GPT
and digital shelf
analytics had a baby

- **Democratize** insights
- **Accelerate** winning omnichannel behaviors
- **Realize** faster growth

Dashboard

Explore how you can optimize your eCommerce

Ask Profitero

Customize prompts using the left sidebar, then pick one to kickstart a chat.
Or ask me anything!

What's going on at retailers?

- What are my top 5 brands with the most content compliance issues at Amazon 1P this month?
- Which of my brands has the most image compliance issues this month?
- What were my out of stock rates by retailer last month?

Am I winning search?

- What are my 5 brands with the lowest average share of page 1 for general keywords?
- What are my brands' average share of page 1 this month for [KEYWORD]?
- What is Acana's average share of page 1 this month for general keywords?

How are consumers feeling?

- Do any recent reviews for Acana products mention packaging issues or damaged products?
- Which of my products received the most new negative reviews last month?
- What do consumers think of the product [Product Title/RPC]?

Standard dashboard

ASIN Actions Report
Receive recommended priority SKUs on Amazon
[View report >](#)

Custom dashboard

Search Optimizer Dashboard
Search Optimizer is a keyword recommendation engine that improves your discoverability on retailer websites by

Content optimization is the next evolution of our Shelf Intelligent Content offering. Building on Boost and SO's

Hello there!

As seen in **AdAge** and **DIGIDAY**

“How can we strengthen our PDPs to convert better?”



Marketing
Insight:
Reviews

Scorecards

Countries: United States

Global Profit

- Assortment
- Placement
- Product
- Pricing
- Ratings

United States

United States Profitero Score: 43

Global Country

Filtering: month

Save view

Export

AI BETA

40

AI BETA

AI Chat Overlay:

Tips & FAQ | Submit Feedback | Start New Chat

Which brand gained the most market share in Dog Food last quarter?

Thought Process

Hill's Science Diet gained the most market share in the Dog Food category last quarter with a market share of 13.22%. Other notable brands include Purina *** Purina Pro Plan with 7.74%, Blue Buffalo *** BLUE *** BLUE Life Protection Formula with 6.20%, Purina *** Purina One *** Purina One SmartBlend with 4.81%, and Pedigree with 4.43%.

Explanation: The analysis calculates the market share of each brand in the Dog Food category for Q2 2024 and lists the top 5 brands by market share.

What are some themes from recent positive reviews for Hill's Science Diet on Amazon in Dog Food?

Thinking...

Hello there!

Actual user prompts run on fake data

“What products are struggling most to stay in stock?”



Sales
Insight:
Availability

A screenshot of a software dashboard titled "Product content". The dashboard has a dark sidebar on the left with various icons. The main content area is divided into sections: "Countries" (United States), "Avg. Con" (61), and "Compliance" (Walmart 3, Walmart 1). A large chat window is open in the center, showing a user prompt: "Which of my brands have the highest OOS rates on Amazon?". The chat interface includes a "Thinking..." status, a response explaining the need for "Availability Data tool", and a text input field with "Hello there!". On the right side of the dashboard, there are sections for "Compliance Summary", "Benchmarks", and "Products", along with a "Least Compliant" dropdown and a list of items with a value of 1. A "Save view" button is visible in the top right. In the bottom right corner, there are icons for a notification (40), an AI BETA logo, and a ChatGPT logo.

Actual user prompts run on fake data

“Where are we priced at a disadvantage?”



RGM

Insight:
Pricing

Scorecards

Global Country

Countries
United States

Clear All

Global Prof

- Assortment
- Placement
- Product
- Pricing
- Ratings

United States

United States Profitero Score 43

Goal

What are our most common content compliance issues at [RETAILER]?

What are my brands' average share of page 1 this month for [KEYWORD]?

Which of my products received the most new negative reviews last month at [RETAILER]?

Which brand has the most image content issues?

For which keywords did [BRAND] perform best at [RETAILER] this week?

Do any recent reviews for [BRAND] products mention packaging issues or damaged products?

Create a bar chart of the count of MAP violations for my products by retailer in the last month

Thinking...

To create a bar chart of the count of MAP violations for the user's products by retailer in the last month, I need to first gather the relevant data on MAP violations. This data will include the count of violations for each retailer. Once I have this data, I can use the Data Plotting Tool to generate the bar chart.

Now that I have the data on the count of MAP violations for the user's products by retailer in the last month, I can proceed to create a bar chart using the Data Plotting Tool.

Hello there!

AI BETA

Actual user prompts run on fake data

“What innovations are fueling growth in the category”



Product

Insight:
Sales & Share

The screenshot shows a dashboard titled "Sales & share" with a sidebar on the left containing various icons. A chat window is open in the foreground, displaying a user prompt and an AI response. The prompt asks for top products in the Dog Treats category. The response lists five products with their sales figures and includes an explanation of the query. The background dashboard shows a line chart for "Sales by day" and a "Conversion" metric of 18%.

Sales & share

All Custom Categories

Tips & FAQ Submit Feedback Start New Chat

Which products grew the most in sales over the last quarter in Dog Treats?

Thought Process

The products that grew the most in sales over the last quarter in the Dog Treats category are:

1. Smartbones 1200 Count Twists-Peanut Butter, One Size, 50 Count (Pack of 24) - 943,924.91 units
2. Greenies Large Natural Dental Care Dog Treats, 36 oz. Variety Pack, 3 Packs of 12 oz. Treats, 2.25 Pound (Pack of 1) - 651,922.60 units
3. Greenies Original Teenie Natural Dental Care Dog Treats, 36 oz. Pack (130 Treats) - 601,134.44 units
4. Good'N'Fun P-94130 Triple Flavor Wings Dog Chews, One Size - 539,327.32 units
5. Cadet Smoked Shin Bone Display Large, 12 Count - 429,165.00 units

Explanation: The query calculates the sales growth of products in the Dog Treats category by comparing total sales in Q2 2024 to Q1 2024 and lists the top 5 products with the highest growth.

Hello there!

Conversion: 18% (▼ 3.2%)

Your ARA products only

Line Chart

AI BETA

Actual user prompts run on fake data

“We can now just use **Ask Profitero** and get a market share pie chart, which is so much faster! It was amazing to get to this point so we can just ask [the AI] and we get [a designed chart] out of it without manually crunching numbers in Excel and creating PowerPoint slides. **This was a huge win for us.**”



Elena Gies

E-Commerce Marketing
Manager, WD-40



For more business use cases, by job function, check out our blog “*Ask Profitero unlocks true data democratization for eCommerce*”

Getting the best quality outputs from AI can be hard at first — Here's what we've learned works

1

Take it **one step at a time**. If you have a question with many parts, break it down.

2

Be more **literal and explicit** than you think you need to be.

3

If your first prompt doesn't get the result you wanted, **tweak it and try again** with the above tips in mind.

Key takeaways

- If you're not using AI to **democratize insights**, you're behind the curve
- Find the use cases that deliver 80% value & **build them into workflows**
- **AI is still getting smarter** — don't lose trust because you had a bad experience

Questions?

Don't hesitate to reach out!



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Thank you!