

sprk ROI-BACKED AI ASSESSMENT

AI Merchandising Diagnostic

THE SITUATION

You have sat through four demos this quarter and every one of them was impressive. None arrived with a number you could hold next to another, so the choice comes down to which team you liked — and afterwards there is no way to tell whether it was the right call.

THE SOLUTION

A structured assessment ranks AI use cases across discovery, pricing, and lifecycle by margin impact and effort. You get a clear, ROI-ranked roadmap instead of guesses.

01 HOW SPRK WORKS

01

Assess your data, workflows, and AI readiness

02

Quantify and rank the highest-ROI opportunities

03

Deliver a prioritized, board-ready activation roadmap

02 WHY IT MATTERS

- ✓ Use cases ranked by margin impact
- ✓ One ROI-ranked merchandising roadmap
- ✓ Effort and feasibility scored
- ✓ Grounded in your commerce data

SPRK delivers the prioritized, ROI-ranked merchandising roadmap.

03 FOUR WAYS TO BUILD AN AI SYSTEM — AND HOW THEY COMPARE

	BUILD IN-HOUSE	DEV SHOP	AI SAAS TOOL	CONSULTING	CRFT
Time to first value How long before it changes a number.					
ROI guarantee Who carries the risk if it underperforms.					
On-the-ground integration Whether it fits your stack, data and workflow.					
Gets smarter with use Whether run 50 beats run 1.					
Tells you where to start Scored opportunities, not a debate.					
Change management Roles, trust and adoption designed in.					
You own it outright Code, prompts and data in your accounts.					

04 RETAIL / E-COMMERCE — THE OPPORTUNITY IN NUMBERS

20–30%
1
first-party data activated

3x₂
target ROI within 90 days

lower inventory with AI demand forecasting

1. McKinsey, 2024 — AI in distribution operations; fill rates improved 5–8%
2. AWSM LABS CRFT engagement guarantee — 3x ROI on the build fee by day 90, or we keep working at no charge

Explore this for Retail / E-commerce.

A short scoping conversation, then a costed plan with the ROI stated up front — not a proposal deck.

awsmlabs.ai/industries/retail-ecommerce