



**Your Strategy, Your Way.**

# Global Strategy Summit

Virtual edition 4

**Strategy Analysis Driven by AI by MR. RAVI RAMANATHAN**

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**We hope you enjoy the presentation.**

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# AI Powered Strategic Analysis



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# AI and Strategic Analysis

In a world where foresight is a competitive edge, AI is not just supporting strategy—it is shaping it.

This session explores how data, intelligence, and human judgment come together to redefine strategic thinking for a dynamic business landscape.



# The Global Supply Chain disruption story

## The Background

In 2020, as the pandemic disrupted global supply chains, Many companies faced a strategic dilemma: “how to adjust product portfolios and pricing across markets and that too quickly. Traditional strategy cycles were too slow. They need help!

- Millions of data points daily—social media sentiment, retail sales, competitor moves and a whole lot more!
- The Strategy?
  - Reallocate marketing budgets,
  - Reprioritized SKUs, and
  - Launch new products tailored to emerging demand.
- The need?
  - Not just being resilient but achieve strategic growth



Let us understand this through a real-world example of a Global FMCG industry Leader

# The FMCG Industry Leader story

## Strategic Analysis Framework: AI-Powered Response

### The Problem Statement

“Global supply chain disruptions caused by COVID-19 created unpredictable demand shifts across product lines, countries, and retail channels. Traditional planning cycles couldn't respond fast enough.”

### Action Choice

Use **AI** for recognizing signals from fragmented, fast-changing data that human teams could not aggregate quickly.

### Current State Analysis

- Demand forecasting was lagging,
- Market data was siloed, and Frontline feedback wasn't reaching decision-makers swiftly.

### Environment Analysis (External)

With operations in 190+ countries they needed to analyze vast variations in pandemic response, consumer behavior, and competitor moves and that quickly. Manual process will greatly reduce response time.

### AI's Role

- Pulled together real-time operational data from sales, logistics, and channel partners
- Identified where demand was spiking or collapsing.

### AI's Role

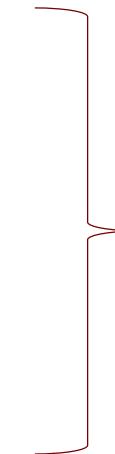
- Used Natural Language Processing to scan news, government advisories, and social media for early demand cues.
- Mapped sentiment and behavioral shifts in hygiene, food, and home care preferences by region.

# The Story continues

## Decision Choices

After analyzing the data, they had to make decisions!  
keeping the current SKU mix, focusing only on essential  
categories,  
or

Dynamically reprioritizing across geographies.



They needed to simulate business scenarios!  
This is time consuming and human errors (often  
colored by personal biases). They turned to AI.

Their AI systems simulated multiple demand-  
supply matching scenarios using real-time  
inputs, helping identify which SKUs to scale up  
or pause.

## The Result

- The leadership chose to dynamically reallocate production and marketing focus,
- Adjust pricing models and
- Streamline regional supply priorities.

Their AI systems provided confidence scores and risk exposure mapping for each decision path and thereby bringing strategic clarity amid uncertainty.

# Strategy & Implementation

It was now time to build their strategy and implement it!

## Strategy Formulation

Armed with the market intelligence, analysis, scenario impact details the company decides to build their strategy for growth under uncertain conditions.

**The strategic goal:** Adopt a “fast-cycle strategy” model—shorter planning loops, localized execution, and continuous feedback.

AI Enabled weekly strategy refreshes based on live data. Human teams focused on judgment, while AI handled pattern recognition and forecasting.

## Implementation

Product lines were reprioritized in weeks, not months.

- Marketing messages were tuned to regional concerns.
- Supply chain partners were reoriented based on AI-driven forecasts.

## The Outcome?

Not only did this company maintain resilience, but it also captured market share in categories like hygiene and home care.

AI-human collaboration became a strategic norm, not an experiment

# The Takeaway



AI doesn't just crunch numbers—it shapes foresight. And it reinforces the belief that:

**"AI doesn't replace strategic thinking—it makes it sharper, faster, and more resilient."**



# A Leading Indian Bank story

A few years ago, a leading Indian private bank faced a quiet crisis—its high-net-worth clients were silently drifting away. Traditional churn models flagged issues too late.

They desperately needed to redefine their **Wealth Strategy** and that quickly.

So, the bank turned to AI. They deployed a machine learning model that analyzed over 200 variables—from transaction patterns and call center tone to social media sentiment. The AI didn't just predict churn—it explained it.

The revelation: clients weren't leaving because of poor service, but because their life stages were changing—retirement, relocation, new ventures.

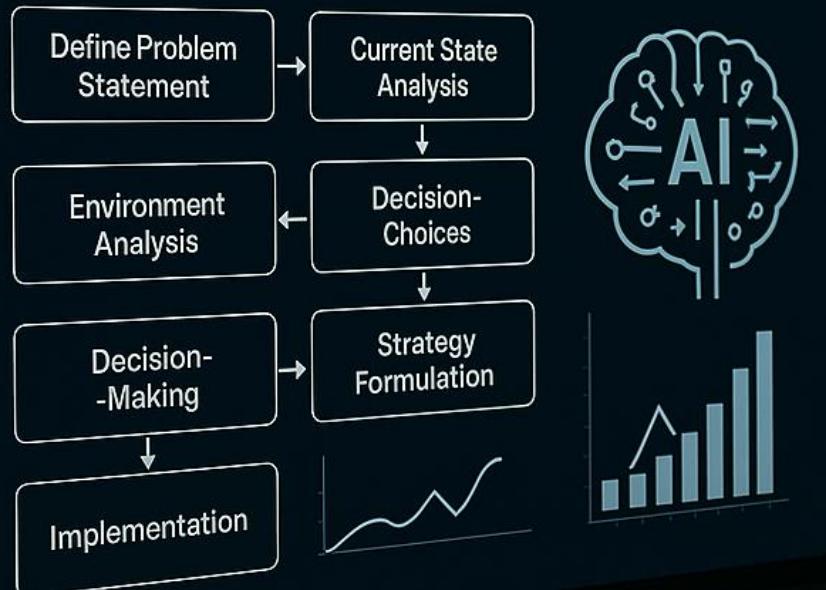
AI did not just save accounts—it helped reshape the bank's entire relationship strategy.



The bank redesigned its wealth strategy, launching personalized advisory pods and proactive outreach.

Within a year, client retention rose by 18%, and cross-sell revenue jumped 22%.

## AI-Driven Strategic Analysis



AI Driven  
Strategic Analysis:  
A deep dive

# Let's begin by understanding why strategy itself needs a reset



Image source: targetteal.com



Businesses today aren't just making strategic plans.

They're surviving storms—pandemics, digital disruption, geopolitical shifts.

Static strategy models simply don't cut it anymore

So how do we make strategy more agile, intelligent, and responsive?

With AI

# The Strategic Imperative of AI

## AI: An "Acceleration Force" in Business

- Redefining industries, strategies, and competitive landscapes.
- Boosting productivity

## Beyond Data Crunching: AI as a Strategic Partner

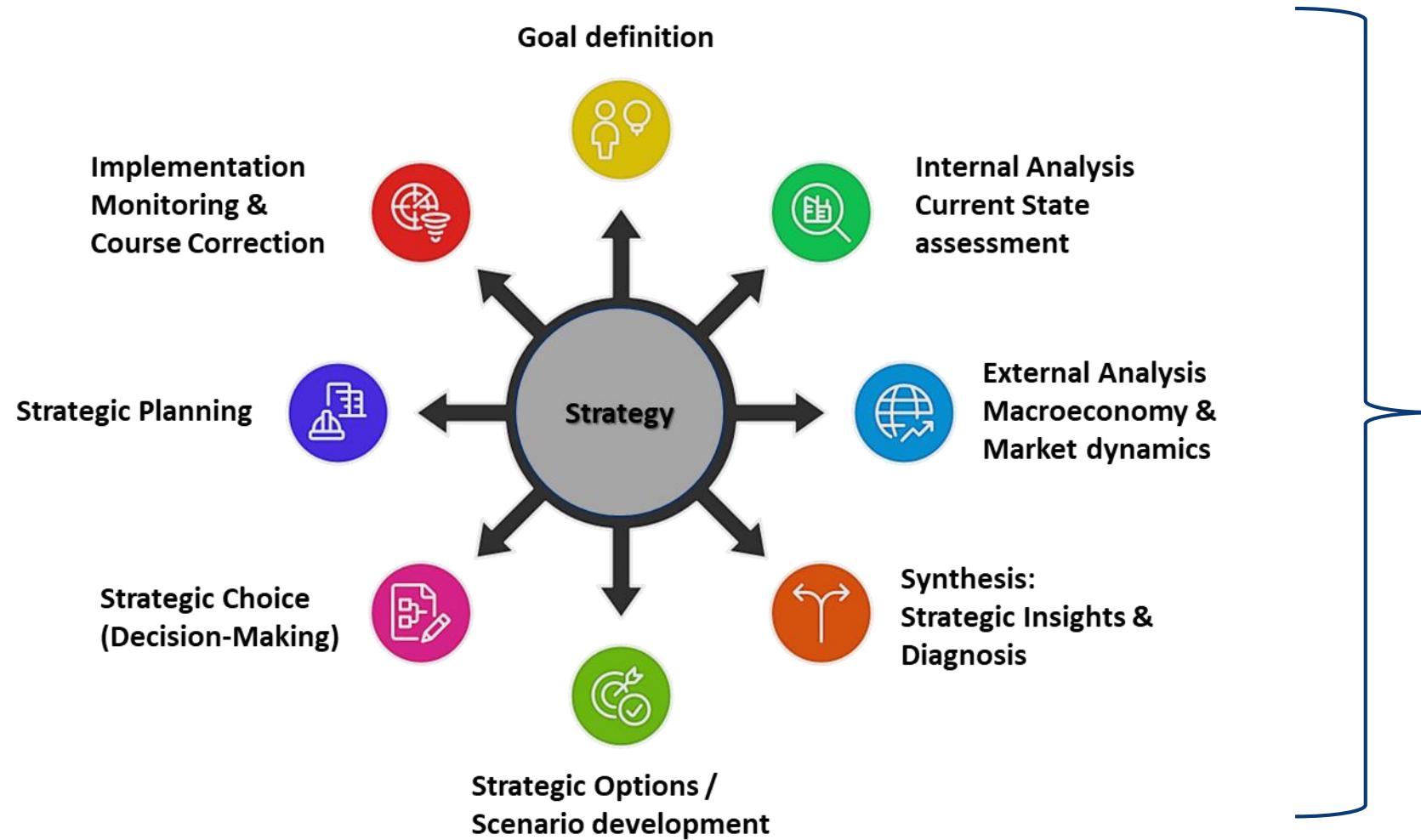
- From reporting to generating hypotheses, refining insights, and evaluating options.
- Emerging roles: Researcher, Interpreter, Thought Partner, Simulator.

## Tangible Benefits & ROI

- Significant cost savings and revenue increases
- Minimizes uncertainty, optimizes resource allocation.
- Enables proactive strategies and swift responses.



# The structured strategy framework



How Can AI help  
enhance this  
process?

# Stage 1: Problem Statement / Goal

## Defining the Challenge with AI-Powered Clarity

- **Fast-tracks Hypothesis Building:** Rapidly aggregates and analyzes vast data (internal/external).
- **Shifts from Intuition to Data-Backed Insights:** Identifies strategic opportunities and risks almost in real-time.
- **AI as "Researcher" & "Thought Partner":** Enhances data gathering, summarizes connections, accelerates idea generation, counteracts biases.

### Example:

- **M&A Target Identification:** AI scans millions of companies, shortlists relevant targets in minutes, traditionally a serendipitous process.
- **Strategic AI Foresight Teams:** Continuously monitor AI trends, forecast impact, advise on strategic direction, and conduct scenario planning.



# Stage 2: Current State Analysis

## AI for Comprehensive Internal Assessment

- **Automates Data Analysis:** Ingests, cleans, and organizes data from disparate sources.
- **Continuous Monitoring & Optimization:** Pinpoints inefficiencies, identifies underutilized assets, ensures lean operations.
- **AI-Driven Scheduling:** Optimizes staffing based on real-time data (sales, traffic, availability).

## AI-Enhanced SWOT & PESTEL Analysis

- **Automates Insights:** Extracts key insights from vast datasets, eliminating manual effort.
- **NLP Capabilities:** Sifts through unstructured text (reports, feedback) for actionable intelligence.
- **Collaborative Tools:** Supports team input and prioritization, fostering alignment.

Many of you might have been in a situation where you are required analyze the financial performance of the company. Ever wondered about those hidden patterns that you wished you could have unearthed quickly?

# Stage 3: External Analysis

## AI for Real-time Market Intelligence

- **Automated Data Collection:** Scrapes web, social media, public records for insights in minutes.
- **Real-time Competitor Monitoring:** Tracks product launches, pricing, marketing, and sentiment.<sup>11</sup>
- **Predictive Trend Analysis:** Identifies emerging patterns and forecasts market shifts.

## Macroeconomic Forecasting with AI

- **Analyzes Key Indicators:** GDP, inflation, employment for organizational performance forecasts.
- **Integrates Big Data Sources:** Sentiment from social media, real-time financial transactions for enhanced accuracy .

## AI-Powered Demand Forecasting & Supply Chain Insights

- **Reduces Forecast Errors:** 20-50% reduction in errors, up to 65% reduction in lost sales.
- **Optimizes Inventory & Logistics:** Real-time visibility, automated reordering, route optimization

# Stage 4: Decision Scenarios

## AI for Robust Scenario Planning & Simulation

- **"Digital Twins" of Operations:** Model complex situations, predict outcomes .
- **Simulates "What-If" Scenarios:** Runs thousands of Monte Carlo simulations to account for uncertainty .
- **AI as "Simulator":** Makes scenario analysis more rigorous, explores impact of market conditions, competitor moves .

## AI-Driven Risk Assessment & Mitigation

- **Proactive, Continuous Vigilance:** Transforms risk management from reactive to predictive .
- **Identifies Hidden Patterns:** Processes vast data at speed, flagging unseen correlations .
- **Real-World Examples:**
  - **JPMorgan Chase:** AI fraud detection, 40% false positive reduction, 15% fraud detection increase, \$90M annual savings.
  - **P&G:** AI for supply chain disruption forecasting and mitigation.

# Stage 5: Decision Choices

## AI for Objective & Faster Decision-Making

- **Speed & Accuracy:** Processes massive data in seconds, leading to quicker, more informed insights .
- **Reduces Human Bias:** Relies purely on data, ensuring more rational and consistent outcomes .
- **Augments Human Judgment:** Powerful tool, not a replacement; aggregation of AI evaluations improves accuracy .

## AI in Dynamic Pricing & Product Portfolio Optimization

- **Real-time Price Adjustments:** Based on demand, competitor pricing, customer behavior, inventory .
- **Examples:** Amazon, Uber, Airbnb, Flipkart .
- **Product Portfolio Optimization:** Analyzes market data, identifies trends, optimizes investment decisions .

## AI for Customer Churn Prediction & Retention

- **Proactive Retention:** Analyzes customer behavior to predict churn, enabling timely interventions .
- **Enhances Customer Lifetime Value:** Personalized offers, self-service systems (chatbots), proactive outreach .

# Stage 6: Strategic Planning

## Strategic Plan

### AI in Strategic Plan Formulation & Resource Allocation

- **Streamlines Processes:** Recommends targeted approaches, performs rapid analysis and research .
- **Generates Multiple Options:** Forecasts potential outcomes and impacts, aiding leaders in choosing effective courses of action .
- **Optimizes Resource Allocation:** Allocates budget, time, and team capacity based on strategic priorities.

### Building an Adaptive AI Strategy

- **Clear Objectives & Data Management:** Requires a strong data plan and roadmap for technology and talent .
- **Continuous Learning & Evolution:** Adaptive AI learns from real-time data, resilient to unpredictable scenarios .
- **Frameworks for Success:** Marlabs AI Evolution Framework guides readiness, POC, deployment, and governance .

# Stage 7: Execution & Course Correction

## AI for Real-time Execution Monitoring & KPI Tracking

- **Continuous Monitoring:** Provides real-time insights, automates progress tracking (projects, milestones) .
- **Anomaly Detection:** Flags unusual patterns in business data indicating risks or opportunities .
- **Key Performance Metrics:** Tracks accuracy, response time, cost, user feedback, bias .

## AI-Driven Course Correction & Continuous Improvement

- **Real-time Adjustments:** Keeps strategies agile and responsive to new information .
- **Adaptive AI:** Learns and updates behavior incrementally, enabling immediate feedback loops .
- **Automates Successful Patterns:** Identifies and automates effective execution patterns for broader impact.

## Ethical AI & Human Oversight in Execution

- **Fairness & Bias Mitigation:** Scrutinize training data, refine models to prevent discrimination .
- **Transparency & Accountability:** Avoid "black box" systems; ensure clear understanding of AI decisions .
- **Human-in-the-Loop:** Continuous human oversight is essential; AI augments, not replaces, human expertise .

# Conclusion: The Future of AI-Driven Strategy

## AI: The Indispensable Enabler

- Transforms traditional, retrospective processes into dynamic, proactive, continuously learning systems.
- Provides unprecedented speed, accuracy, and adaptability.

## Key Transformations

- Data-Driven Foundations: Objective, data-backed hypothesis generation.
- Real-time Intelligence: Continuous monitoring for agile responses.
- Enhanced Decision-Making: Rigorous scenario planning, objective choices.
- Adaptive Execution: Self-optimizing processes, continuous course correction.

## A Collaborative Partnership

- Bold, Enterprise-Wide AI Strategy: Championed by leadership .
- Invest in Data & Talent: Robust infrastructure, skilled workforce.
- Ethical Guidelines & Culture: Fairness, transparency, accountability, human-AI collaboration .