

# Future of Retail : Role of Data and AI in Retail



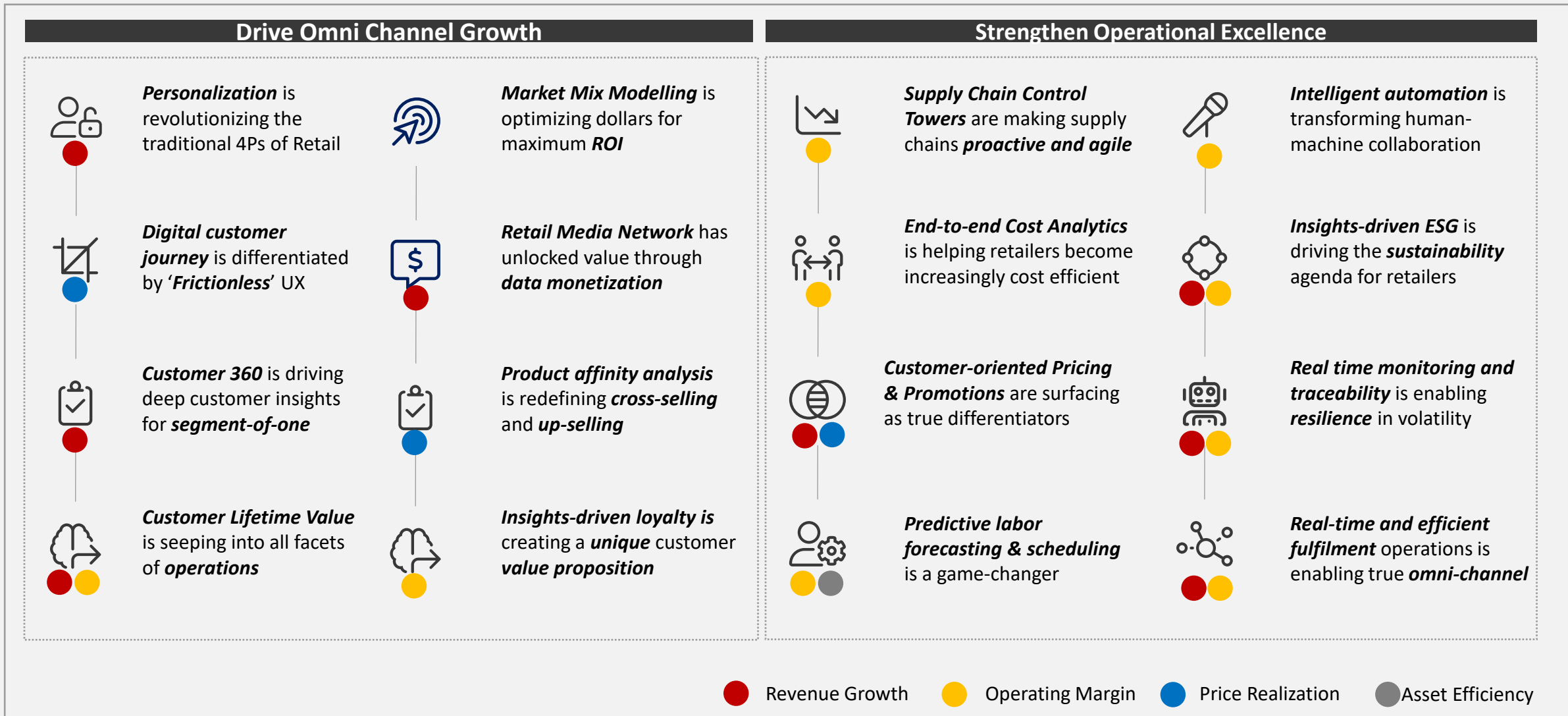
**ANDREW GO**  
Chief Digital and Data Officer  
Staples, Canada

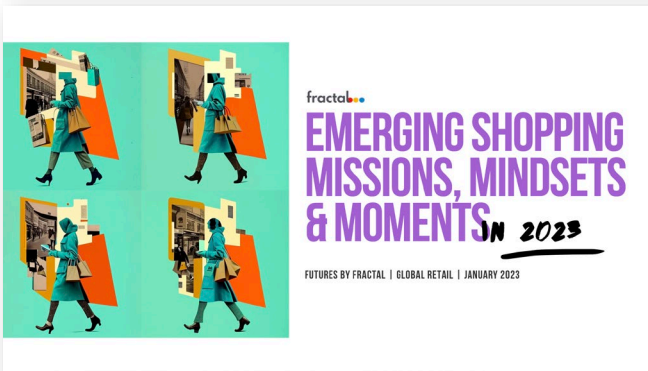
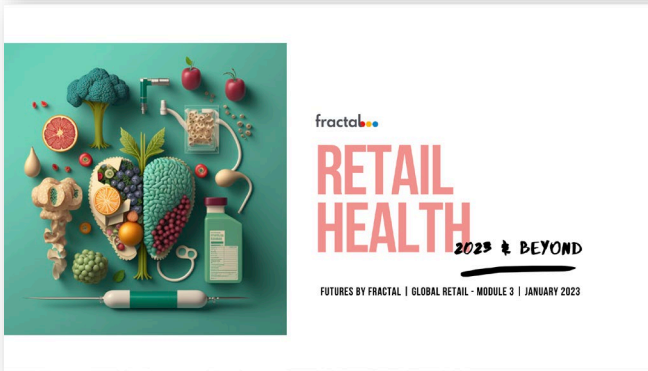
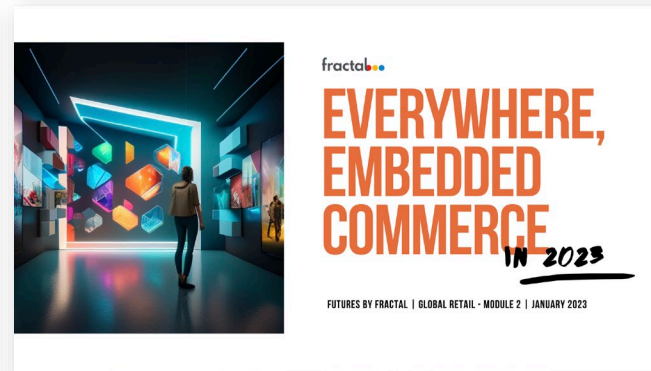
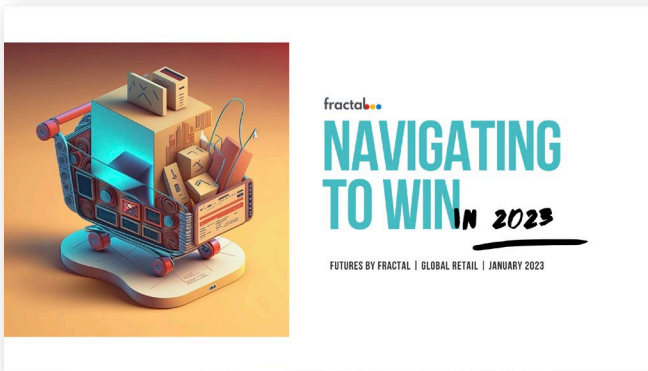


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# “Decision Backwards” Drives Long Term Value Creation





# Introducing:

## FOR Future of Retail by fractal

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