

Amanda's New Superpower: Retail Intelligence on the Go with eRAG

Amanda, a Field Representative based on the East Coast, has worked for a family-owned Consumer Packaged Goods (CPG) distributor for over a decade. She covers a dense cluster of supermarkets along the I-95 corridor, where every visit, conversation, and promotion can impact shelf space and product visibility.

In the past, Amanda often found herself walking blind into stores. If a store manager asked about underperforming SKUs or requested more stock of a holiday item, she had to promise to “get back to them”—knowing the BI team needed days, sometimes longer, to produce those reports. Meanwhile, missed sales and stockouts chipped away at customer trust and revenue.

That changed the day eRAG was deployed.

Now, as Amanda steps into a supermarket, she simply opens the GigaSpaces eRAG interface on her tablet and asks,

What are the top-selling products in this store over the last 30 days?

Send



Search



Deep research



Within seconds, she gets clear, ranked answers—and follows up with,

Which items are underperforming in the frozen foods section?

Send



Search



Deep research



eRAG collects the required information from all the required sources (POS systems, inventory management software, etc.) to be able to provide accurate, up-to-date responses. Armed with this intel, Sarah doesn't just react—she recommends promotional shifts, suggests product swaps, and even flags low-stock alerts before managers even notice.

Now that eRAG offers immediate answers about product performance, stock levels, and store visits, in one week alone Amanda helped her region **increase holiday item sales by 12%**, just by responding in real time to what the store truly needed. She's now building stronger relationships with managers who see her not just as a sales rep, but as a strategic advisor.

James, CRO: Turning Data into Revenue

Amanda isn't the only one who has seen true value from eRAG – James, the retailer's CRO lives and breathes numbers—revenue targets, regional performance, product growth. But until recently, he often made decisions based on *stale* weekly reports. The BI team did their best, but by the time a sales trend or stockout pattern reached James's desk, the window to act had often closed. What he craved was agility: **real-time insights that could drive proactive strategy**, not just retrospective analysis.

When eRAG was rolled out, James finally saw that future arrive. Now, he gets instant answers to questions like:

Which promotions are lifting sales across the East Coast this week?

Send



Search

Deep research



Where are stockouts costing us the most margin today?

Send



Search

Deep research



Which reps are underperforming—based on their sales numbers?

Send



Search

Deep research



He no longer waits on a 2-week reporting cycle. Instead, he leads revenue strategy with **up-to-the-hour insights** – optimizing territories, reallocating reps, and doubling down on top-performing SKUs. In one month, James used these insights to re-route underperforming inventory to fast-moving markets ahead of Labor Day. The result? A 15% lift in holiday sales.

About eRAG

eRAG has the unique ability to understand human questions and link them with the right datasets so that users get the correct answer. It's built on a powerful semantic reasoning engine which learns, understands, enriches – and interprets the meaning of structured data for LLMs. Use eRAG to ask your structured data questions and get clear, accurate, AI-powered answers - instantly.

