

Infometry Launches INFOFISCUS Conversa Conversational Analytics for Retail

Infometry launches business-context-aware conversational analytics for retail, helping retailers uncover what changed, why it happened, and what to do next.

FREMONT, CA, UNITED STATES, August 11, 2026 /EINPresswire.com/ --

[Infometry](#) today announced the launch of [INFOFISCUS Conversa](#) for Retail,

bringing business-context-aware conversational analytics and decision intelligence to retailers, wholesalers, consumer goods companies, and eCommerce organizations.



Retailers today have more data than ever. POS transactions, inventory, pricing, promotions, customer behavior, eCommerce activity, supply chain operations, fulfillment, and financial performance generate a continuous stream of information across the enterprise.

“

Retail teams don't need another dashboard. They need answers they can trust. INFOFISCUS Conversa helps turn business questions into confident decisions—before opportunities disappear.”

*Shobha, Operation Manager,
Infometry*

Yet when revenue declines, margins tighten, inventory builds, or customer behavior changes, answering a seemingly simple question, “Why?” can still take hours or days.

Business teams often have to navigate multiple dashboards, request new reports, reconcile information across systems, or depend on analysts to write queries and investigate the underlying causes.

INFOFISCUS Conversa for Retail is designed to change that.

Conversa enables executives and business teams to ask complex retail questions in natural language and receive trusted answers, visualizations, root-cause analysis, and recommended actions, without requiring users to understand SQL, database structures, or navigate numerous dashboards.

Moving Retail Analytics Beyond the Dashboard

Traditional business intelligence has transformed how retailers monitor performance. Dashboards and reports provide visibility into thousands of KPIs across stores, products, channels, customers, and operations. But dashboards are primarily designed to show what happened.

When a metric changes, the next questions are often more important:

- > Why did it happen?
- > Where is the impact concentrated?
- > What is driving the change?
- > What should we do next?

Conversa allows business users to continue that investigation conversationally.

A retail executive might begin by asking: "Why did gross margin decline in the Northeast last month?"

Conversa can analyze relevant enterprise data and business context, identify contributing factors, and allow the user to immediately continue:

- > "Which categories contributed the most?"
- > "Was the decline driven by markdowns, inventory, pricing, or promotions?"
- > "What actions should we prioritize?"

The result is a shift from report-driven analytics to decision-driven analytics.

Understanding Retail as a Business — Not Just as Data

Retail decisions rarely depend on a single data source.

A revenue decline could be related to product availability, pricing, promotions, customer traffic, conversion, regional demand, or store execution. Margin erosion may involve markdowns, product mix, supplier costs, inventory positions, logistics expenses, and promotional effectiveness.

Those signals frequently reside across different applications and data platforms.

INFOFISCUS Conversa is designed to understand the relationships among them. The platform combines natural-language interaction with enterprise metadata, semantic definitions, business terminology, relationships, governance, and security to interpret questions within the context of each retailer's business.

Conversa is designed to operate within that established business context rather than treating enterprise analytics as a generic question-and-answer exercise.

Answering the Questions That Matter in Retail

INFOFISCUS Conversa for Retail helps organizations investigate high-value business questions such as:

- > Why are sales declining despite increased store or digital traffic?
- > What is driving margin erosion across specific stores, regions, or categories?
- > Which products could be redistributed to improve inventory availability?
- > Which promotions generated profitable growth rather than short-term sales volume?

Rather than stopping at a metric or chart, Conversa is designed to help users move through the entire analytical journey:

What happened □ Why it happened □ Where it matters □ What to do next

One Conversational Experience Across Retail Data

Conversa is designed to work across the data environments retailers already operate, bringing together information spanning POS, ERP, eCommerce, CRM, order management, warehouse management, merchandising, inventory, demand planning, supply chain, finance, cloud data platforms, and enterprise databases.

INFOFISCUS Conversa for Retail includes capabilities for:

- > Natural-language analytics without requiring SQL
- > Retail-aware business terminology and semantic understanding
- > Multi-turn conversational analysis
- > Cross-system and federated enterprise data access
- > Automated visualizations and executive summaries
- > Root-cause analysis
- > AI-assisted business recommendations
- > Governed query generation
- > Role-based security and enterprise governance
- > Retail-specific KPIs, definitions, and business rules

Conversa is designed to complement existing enterprise data investments rather than require organizations to replace their established data platforms.

From Insight to Business Action

Consider a retailer experiencing rising inventory while individual stores continue to report

stockouts.

A traditional dashboard may reveal both metrics.

Conversa allows the business to go further:

- > Which products are overstocked?
- > Where are those products selling below forecast?
- > Which locations are simultaneously experiencing stockouts?
- > Where could inventory potentially be redistributed?

The conversation moves from a KPI to an explanation, from an explanation to a root cause, and ultimately toward a potential business action.

Changing the Question-to-Decision Cycle

For many enterprises, an important business question still triggers a familiar process:

Executive question → analytics request → data gathering → SQL development → report reconciliation → analysis → management review → follow-up question.

And the cycle begins again.

Conversa is designed to compress that process by enabling authorized business users to interact directly with governed enterprise data.

This can reduce dependency on manually generated reports while allowing data and analytics teams to spend more time on strategic analysis, data quality, advanced analytics, and high-value data products.

Availability

INFOFISCUS Conversa for Retail is available now.

Retailers, wholesalers, consumer goods companies, and eCommerce organizations can request an executive demonstration to experience Conversa across real-world retail scenarios and see how conversational decision intelligence can complement their existing data environment.

Request a Demo: <https://www.infometry.net/product/conversational-analytics/>

Contact: info@infometry.net

About Infometry

Infometry is a global Data, analytics, and AI products and solutions company helping enterprises

modernize data platforms, implement advanced analytics, and apply AI to complex business challenges. Through its INFOFISCUS product portfolio, Infometry develops enterprise solutions designed to make data more accessible, contextual, governed, and actionable. INFOFISCUS Conversa is Infometry's business-context-aware conversational analytics platform, enabling organizations to interact with enterprise data in natural language and receive trusted insights, visualizations, root cause analysis, and recommendations across complex enterprise data environments.

Dhiraj Bharude
Infometry
+1 510-793-5859

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[YouTube](#)

[Instagram](#)

[Facebook](#)

[X](#)

[Other](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/933190828>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.