



Leveraging AI in Your Business

Apparel or otherwise.



The Belief:

We Create Different

Differentiated companies are 4 times more likely to grow than their competitors.



The Awards:

4X

AdAge
SMALL AGENCY
OF THE YEAR

3X

FAST COMPANY
BEST WORKPLACES
FOR INNOVATORS

1X

Forbes
AMERICA'S
BEST STARTUP



The Clients:

Char-Broil

2016-present

P&G

2019-present



2021-present



TESLA

2023-present



What will we cover today?

- 01 Why AI
- 02 When To Use AI
- 03 Tools
- 04 Prompting Methods
- 05 Innovation for Your Industry
- 06 Working with Data
- 07 Q & A



Why AI?



25%

Faster

BCG

40%

Better



Steam power saw
an 18-22%
increase in
productivity.

And it fueled the industrial revolution.





Companies do massive software installations,

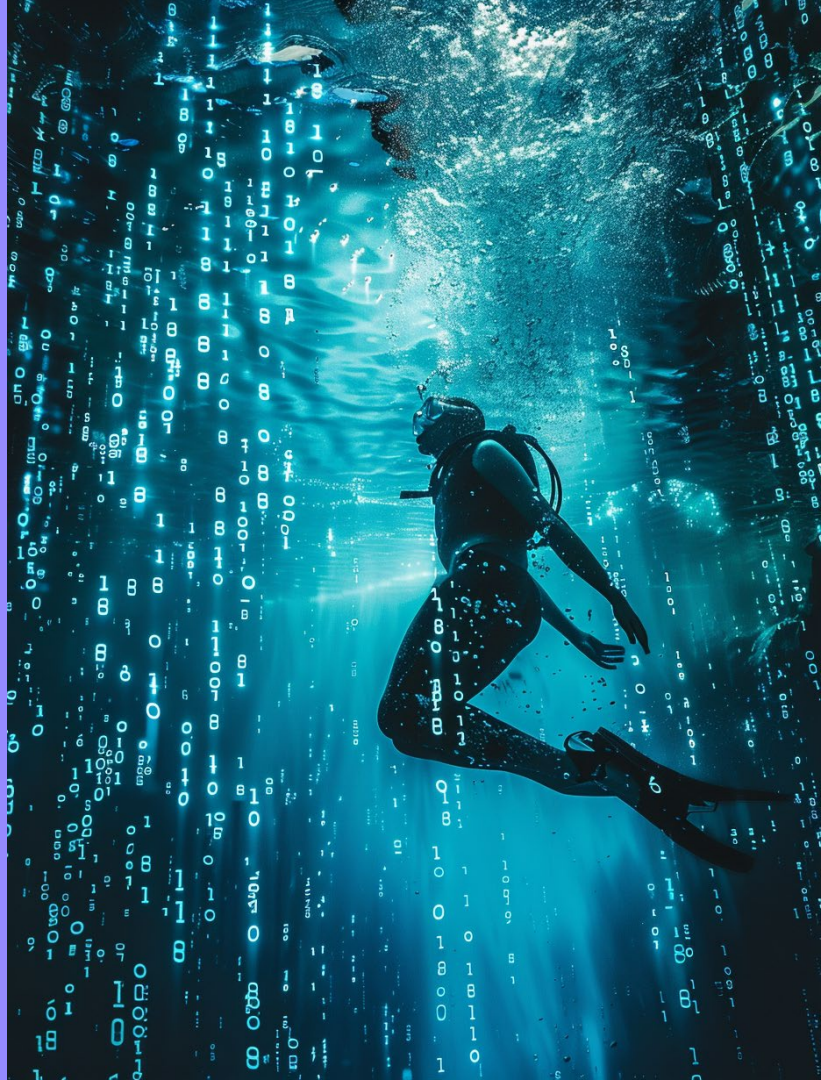
To get 3-4% improvements.





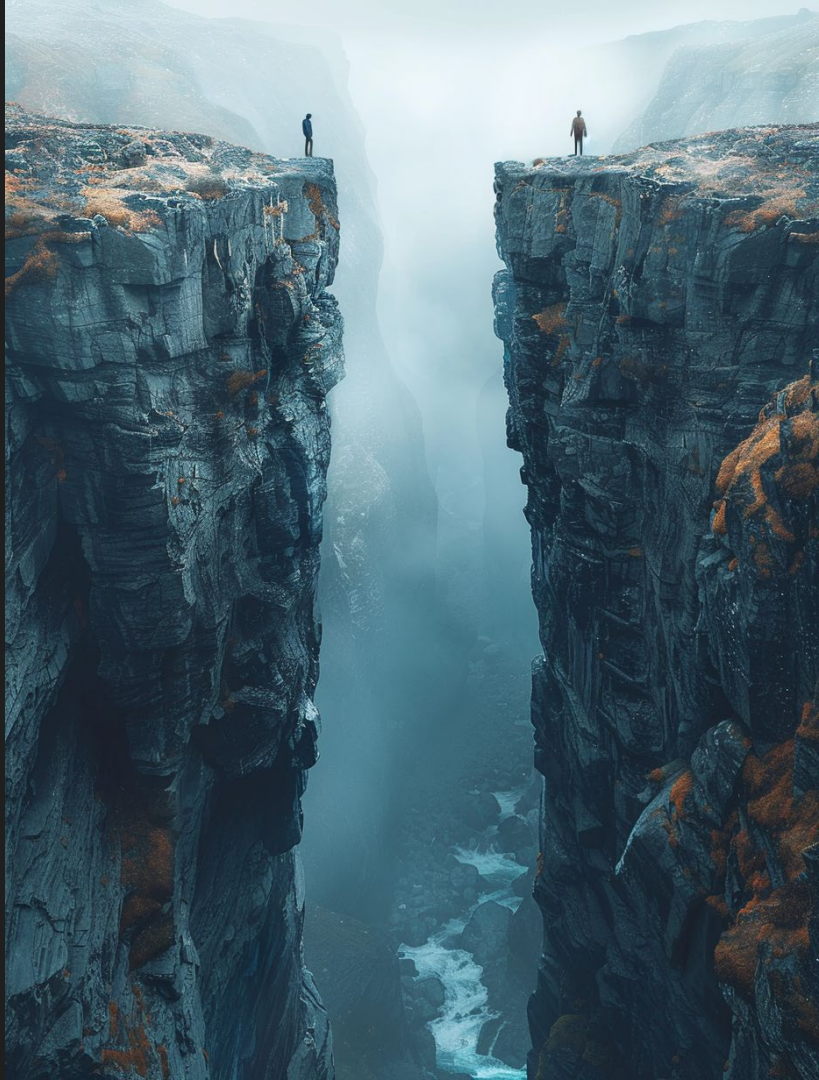
The best time to dive into AI was yesterday.

The second best time is today.



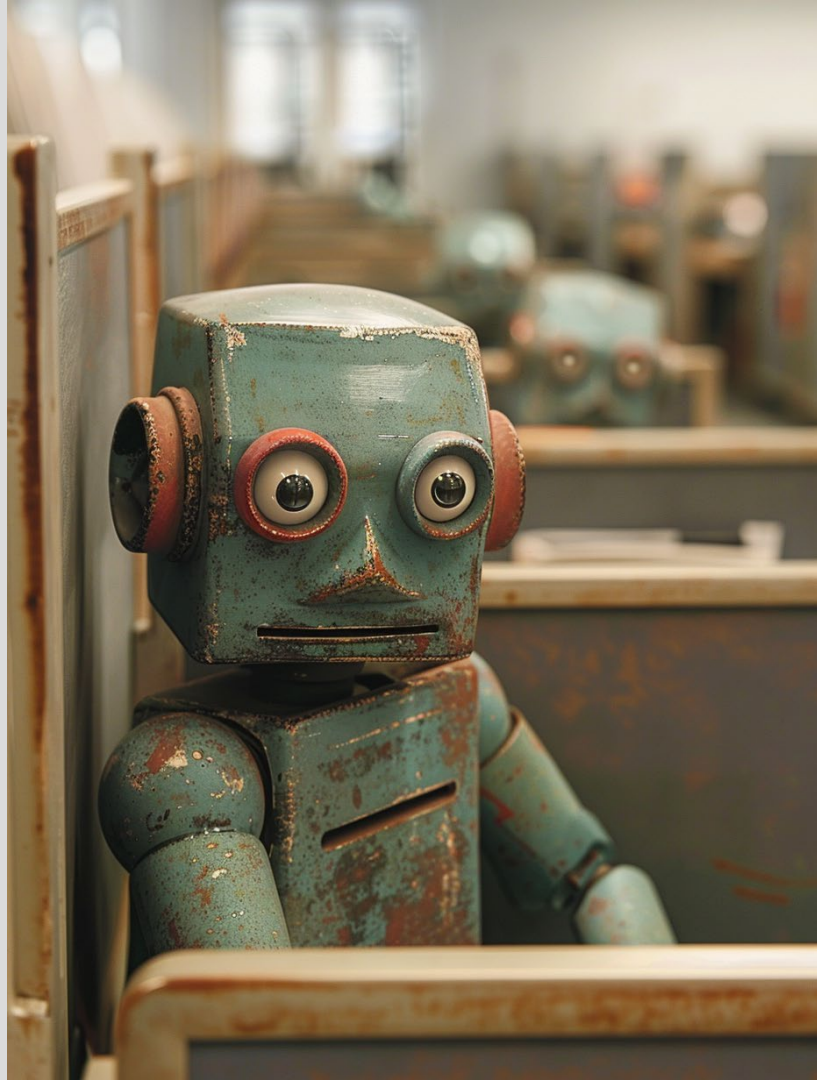


There will never
be a smaller gap
between an AI
beginner and an AI
expert.





Will AI take my job?





The Variable

No.

Leveraging AI in Your Business





No.

But someone who knows how to use AI might.



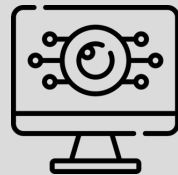


AI is a gigantic field. We'll focus on useful AI.

The tools for radical business and personal transformation are at your fingertips. Don't get distracted.



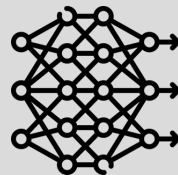
Cognitive Computing



Computer Vision



Machine Learning



Neural Networks



Deep Learning



Natural Language
Processing



Specifically, we'll focus on these two models.

If you're super nerdy, these are the two that have had massive breakthroughs that are creating all the hype.



Autoregression Model



ChatGPT



Diffusion Model



Midjourney



The Tools
We Use:



LLM

 Claude

 Gemini

 ChatGPT



Audio

 ElevenLabs

 udio

 Suno



Video

 runway

 Pika



Images

 Midjourney

 Ideogram



Research

 perplexity

 consensus



When do I
use AI?



Start with the assumption that AI
can solve your problem, and let
it prove you wrong.



**YOU NEED 10
HOURS WITH
ANY AI TOOL
BEFORE YOU
ARE GOOD.**





YOU NEED 3 SLEEPLESS NIGHTS





How do I
use AI?



The Variable

A THOUGHT PARTNER

Leveraging AI in Your Business



A TASK MASTER



The Variable

Leveraging AI in Your Business



A GRAD SCHOOL INTERVIEW

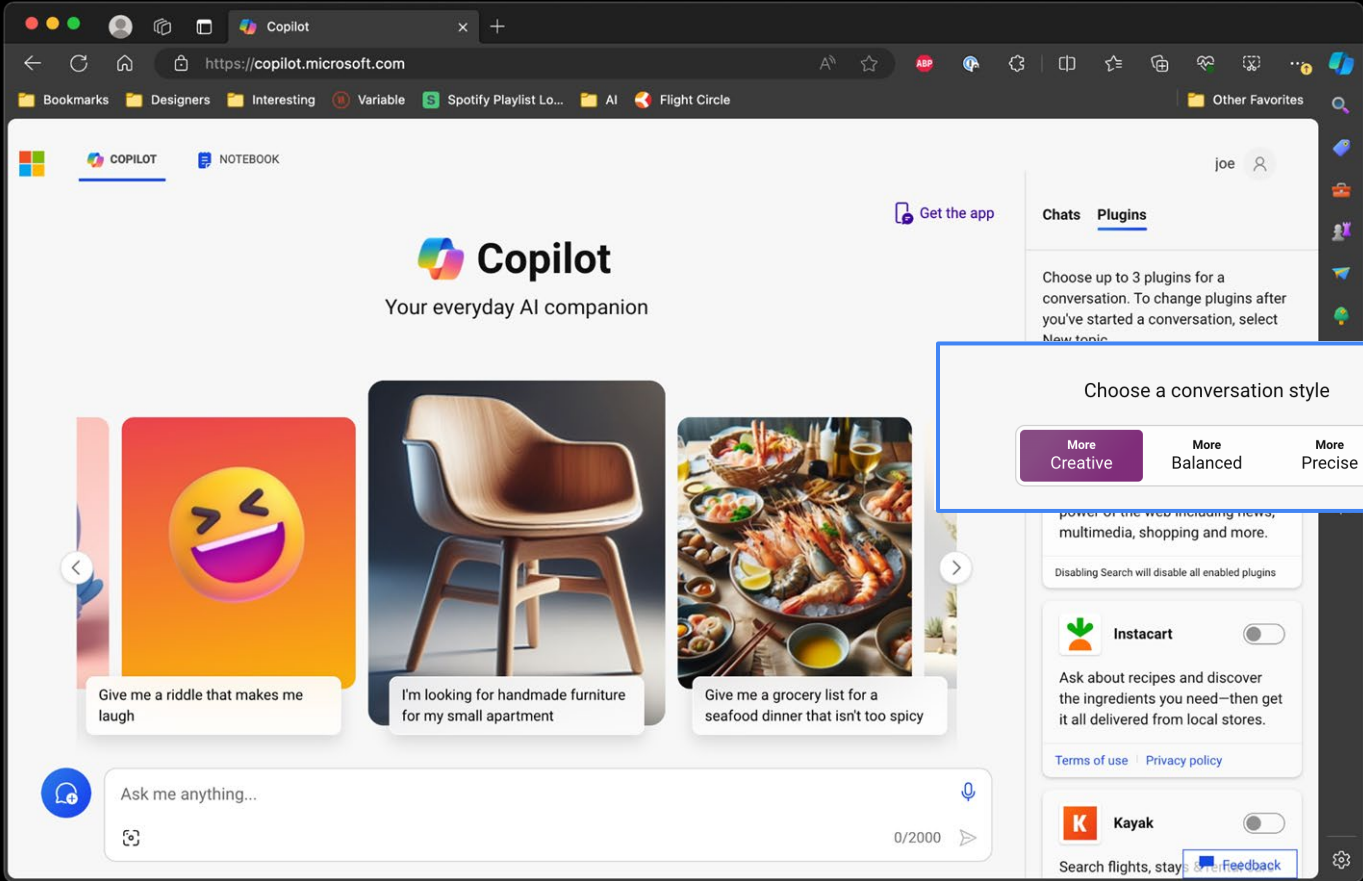




Which

AI tools

should you use?



Google Gemini

https://gemini.google.com/app

Bookmarks Designers Interesting Variable Spotify Playlist Lo... AI Flight Circle

Other Favorites

New chat

Recent

How can I build a RAG L...

AI Agency Assistant

Fun Shoe Names for Kids

Make Money, Not Metrics

Pop Culture Snack Bites

Show more

Help

Activity

Settings

Tempe, AZ, USA
From your IP address • Update location

Gemini

Hello.

Gemini for The Variable

Create a new business profile background

Prepare for new customer calls

Practice customer objection handling

Generate and share market insights

Prompt Gemini for The Variable

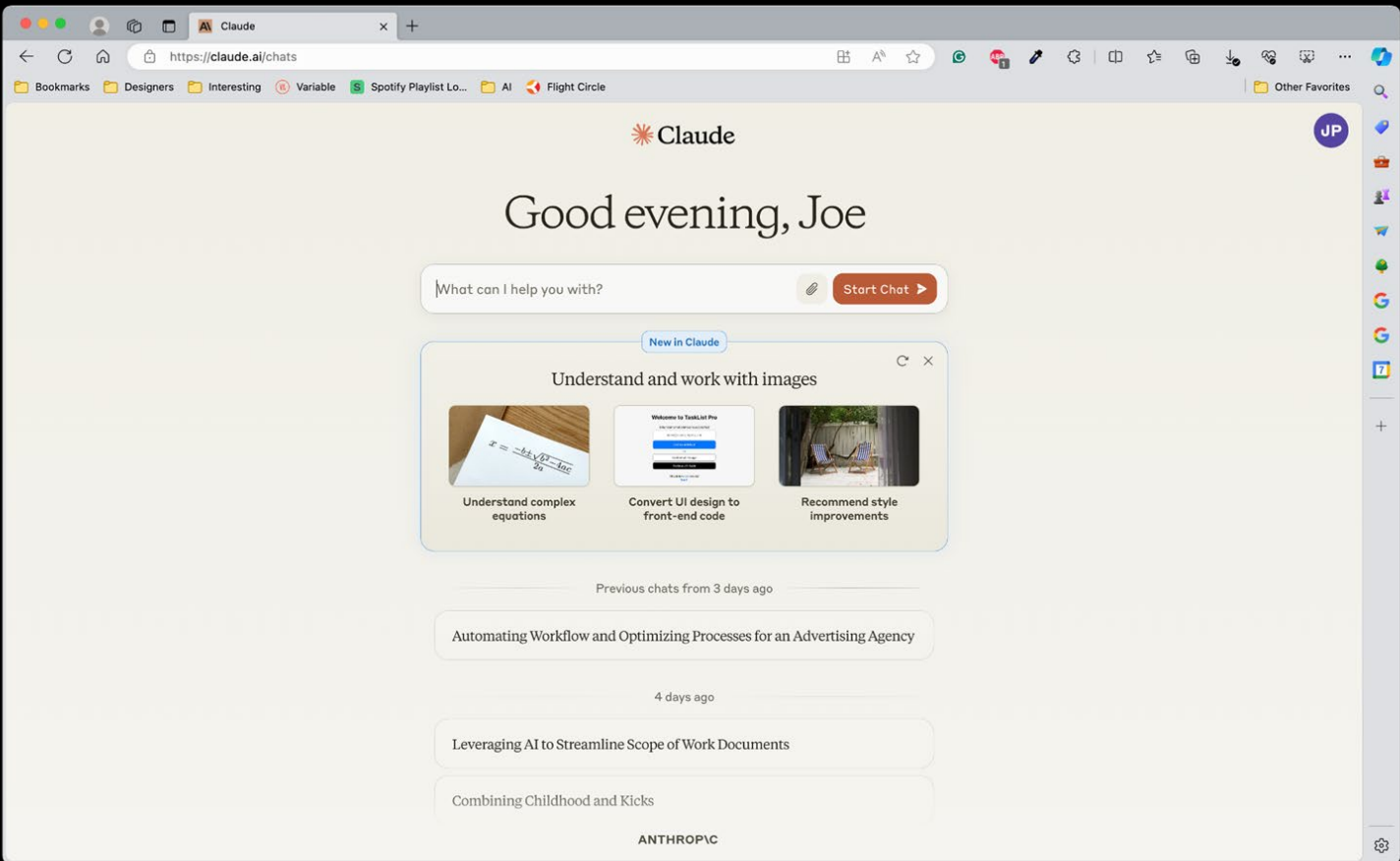
For The Variable chats aren't used to train our models. Gemini may display inaccurate info, including about people, so double-check its responses.

Tools

Gemini (Ultra & Pro)

The Variable

Leveraging AI in Your Business



Tools

Claude (Opus, Sonnet, Haiku)



The Variable

Leveraging AI in Your Business



perplexity

New Thread

Home

Discover

Library

What can you tell me...

When switching from...

Tell me about the...

You've decided you wa...

Can you find a stat like...

Can you find the staL...

Tell me about the...

Try Pro

Upgrade for image upload, smarter AI, and more Pro Search.

Learn More

jparrish1977

Download

What can you tell me about Americas Apparel Producers Network (AAPN)?

Sources

the AAPN Member Landing Page

AAPN Member Sourcing Directory

AAPN: HOME

View 2 more

Answer

The Americas Apparel Producers Network (AAPN) is an organization that facilitates networking and sourcing connections within the apparel and fashion industry across the Americas. Here are some key points about AAPN:

- It was founded in 1981 as a sourcing platform to connect retailers, brands, factories, textile suppliers, logistics providers and other industry players.
- Over time, AAPN shifted its mission from primarily sourcing to broader networking and reshaping the sourcing infrastructure in the Americas.
- AAPN maintains a comprehensive member directory that allows sourcing managers to directly access qualified supply chain partners by country, category or company name.
- The organization hosts conferences, webinars (called "Fireside Chats") and other events to facilitate knowledge sharing and collaboration among members.
- During the COVID-19 pandemic, AAPN created initiatives like the "AAPN Future Forum" to help members adapt their business models and strategies.

Ask follow-up

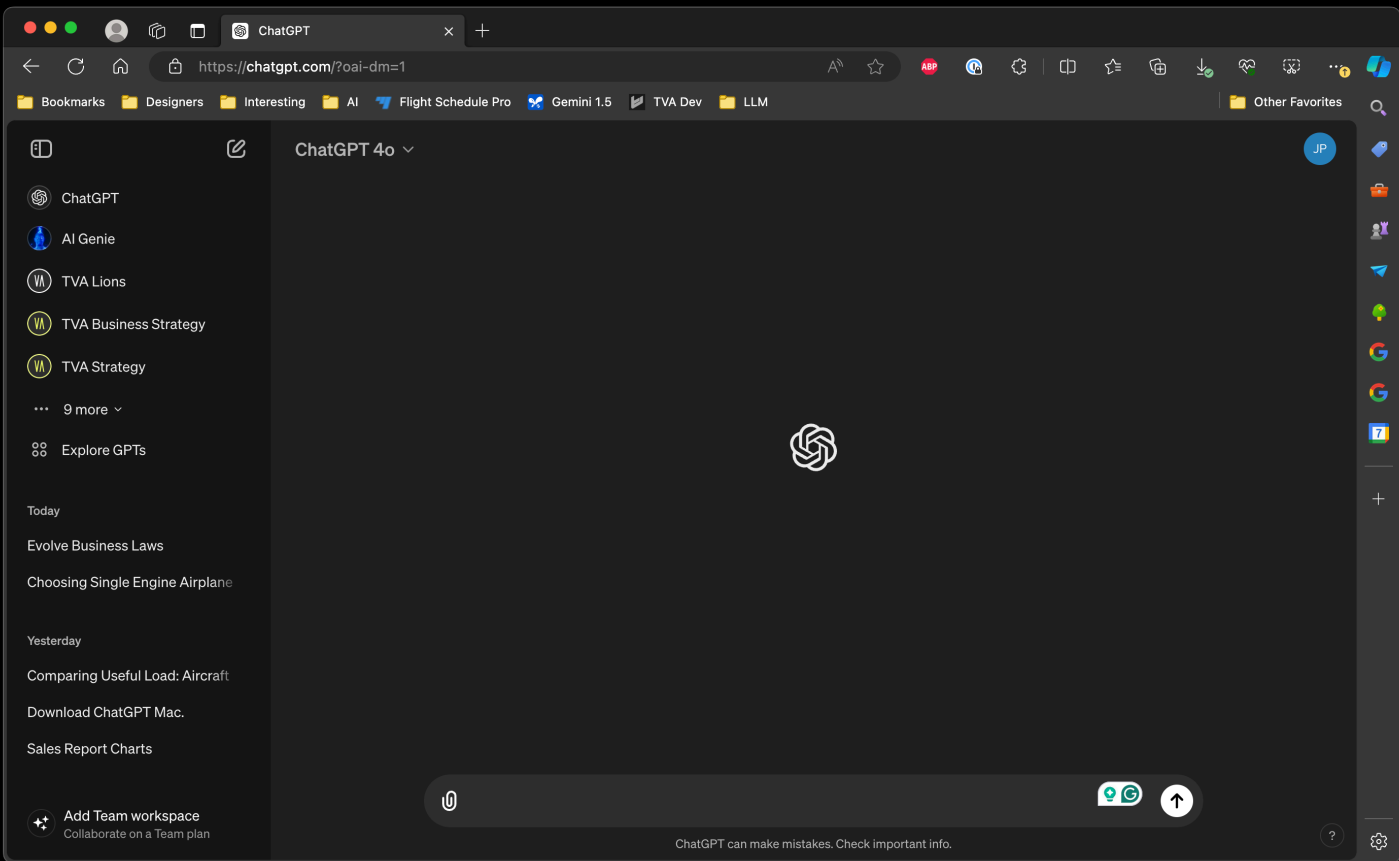
Pro

So in essence, AAPN is a long-standing networking platform that enables sourcing and collaboration across the full apparel supply chain in the Americas region.

AAPN

Search Videos

Generate Image



Tools

ChatGPT 4o



The Variable

Leveraging AI in Your Business



Understanding prompting.



How to Engineer a Prompt.

Version 1 (analytical).

RTEF



The Variable

Leveraging AI in Your Business

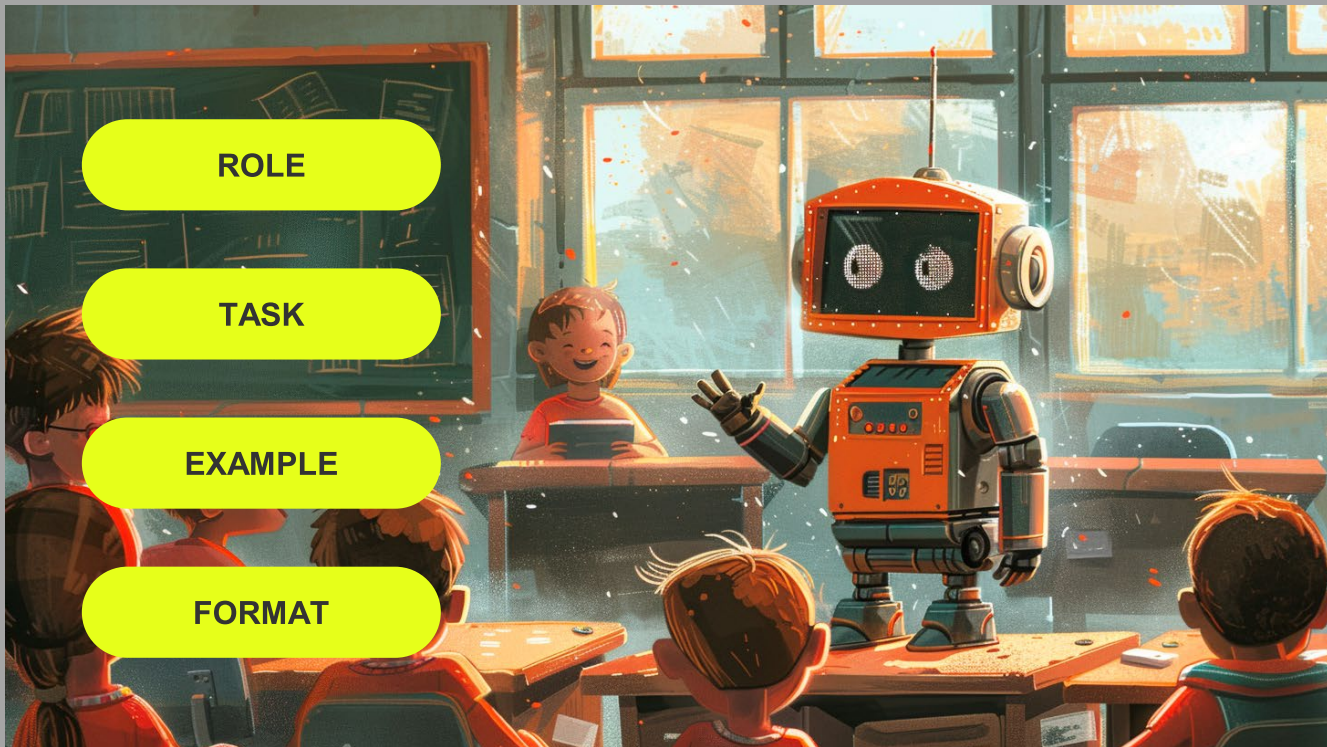


ROLE

TASK

EXAMPLE

FORMAT



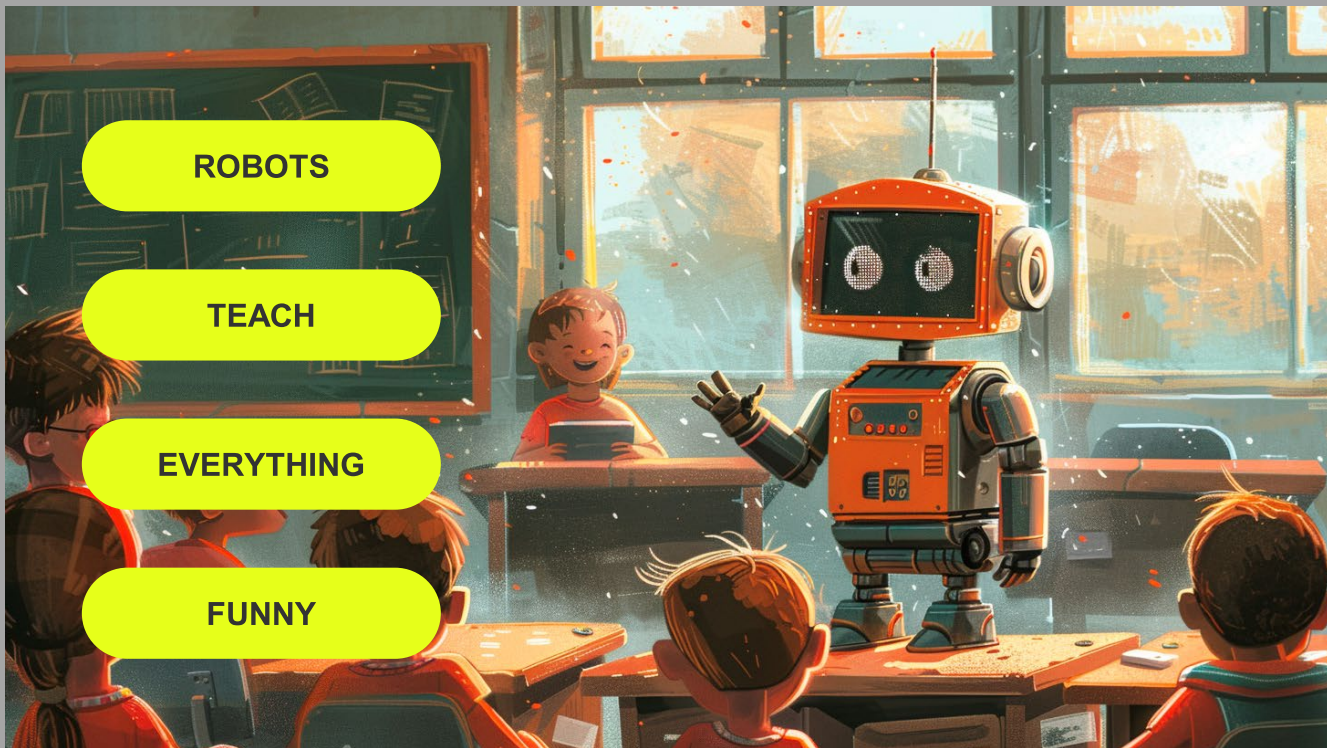


ROBOTS

TEACH

EVERYTHING

FUNNY





ROLE // TASK // EXAMPLE // FORMAT

JP

9.35 AM, 16 Feb

You are a seasoned screenwriter. You've been tasked with coming up with the next great American TV series. You could write a sitcom about an advertising executive who creates a religion. Or a pastor who goes into advertising. Or anything else that sounds funny. Give me the title of the sitcom and the logline for the series.



Sacred Slogans

LOGLINE:

In "Sacred Slogans," a gifted ad executive aiming to revitalize his career teams up with a struggling church to boost its attendance. In a bid to save his career and the church, he embarks on a hilarious and heartwarming journey to merge the worlds of faith and branding. They launch a series of unconventional campaigns that turn religious outreach into a viral sensation. As they navigate the fine line between reverence and ridicule, they discover that faith, much like advertising, is all about finding the right message for those who need it most.



How to Engineer a Prompt.

Version 2 (conversational).



CONVERSATIONAL



I need to create a business strategy around differentiation.



You are a business strategist who needs to create a business strategy around differentiation.



You are a behavioral economist who needs to write a business theory that talks about the importance of differentiation.



You are a behavioral economist..that uses a decisioning framework similar to Jobs-to-be-Done.



You are a behavioral economist..but that relates it to Darwinian principles.



You are a behavioral economist..in fact, you've discovered the 6 laws of business attraction.

↑
hours
↓



CONVERSATIONAL

JP

9.35 AM, 16 Nov

You are a behavioral economist who needs to write a business theory that talks about the importance of differentiation. Your theory implements a decisioning framework similar to that of Jobs-to-be-Done Theory. But it relates differentiation specifically to evolution as put forward in Darwinian Theory. In fact, you are amazed to have discovered The Six Immutable Laws of Business Attraction. Please write those out and give a real world business case of how they have been applied successfully.



6 LAWS OF BUSINESS ATTRACTION



1. Law of Distinctive Signaling

Principle : In nature, creatures use distinctive colors, sounds, and behaviors to attract mates or deter predators. Similarly, businesses must signal their unique value proposition clearly.

Application : Ensure that your branding, marketing, and communication highlight what sets you apart from competitors.

Example: Apple's minimalist design and emphasis on privacy distinctly signal its brand values.





6 LAWS OF BUSINESS ATTRACTION



2. Law of Symbiotic Growth

Principle : Many organisms form symbiotic relationships to enhance their chances of survival. In business, strategic partnerships can amplify growth and differentiation.

Application : Identify potential collaborations that can enhance your product, expand your reach, or provide complementary value to customers.

Example: Spotify and Hulu offering bundled subscriptions, providing more value together than separately.





6 LAWS OF BUSINESS ATTRACTION



3. Law of Evolutionary Consistency

Principle: While adaptation is crucial, there's also a need for consistency in evolution to maintain identity and trust. Businesses must ensure that while they innovate, they remain consistent with their core values and promises.

Application: While pivoting or introducing new products, ensure they align with the brand's core identity and values.

Example: LEGO venturing into digital games and movies but maintaining its core value of promoting creativity.





Use cases for the apparel industry.



You

You are a futurist. You need to identify color trends that will be affecting colorways in Fall of 2025. Think of where the world is heading. Do research. Cite your sources. Think of interesting, unexpected combinations. Deliver the results in the form of images consisting of color palettes.



Key Color Trends for Fall 2025:

1. **Future Dusk:** A deep violet-blue that signifies a period of significant change, inspired by themes like space exploration and the digital expansion of the metaverse. This color suggests a blend of luxury and futurism, making it versatile for use in various fashion and design sectors.
2. **Transcendent Pink:** A subtle, almost neutral shade that mixes violet, beige, and pink. It reflects the growing influence of virtual and AI-driven environments, offering a soft, adaptable hue suitable for digital and physical applications.
3. **Aquatic Awe:** A vivid turquoise that straddles the line between natural and synthetic. This color draws from themes of bio-synthetic creations and the vastness of the ocean, ideal for bold statements in both fashion and tech accessories.
4. **Sunset Coral:** A highly saturated orange that contrasts well with cooler tones like aqua and pale pink. Its vibrant energy is derived from sustainable practices, such as the use of sunflowers for material production, making it a color that stands for both style and sustainability.
5. **Ray Flower:** A warm, radiant yellow that serves as a complement to Future Dusk, representing the sun in contrast to the moon-like essence of violet hues. It's perfect for creating eye-catching designs that exude optimism and warmth.





Color Trends for 2025

Future Dusk: Deep violet-blue (#5D4E8A)
Transcendent Pink: Subtle violet-beige-pink (#C8A2C8)
Aquatic Awe: Vivid turquoise (#33B5E5)
Sunset Coral: Highly saturated orange (#FF7043)
Ray Flower: Warm radiant yellow (#FFD54F)



TVAInnovation ▾



TVAInnovation

By Joe Parrish 🧑

Helps you generate innovate ideas based on projected trend data.

How do we start?



Message TVAInnovation



ChatGPT can make mistakes. Check important info.



Sneaker-Inspired Women's Apparel

Designing clothing that complements or is inspired by the aesthetics of women's sneakers. This could include athleisure wear, casual dresses, or accessories that match or contrast popular sneaker designs.



Color-Changing Fabrics

Implementing materials that change color based on temperature, light, or touch. This not only adds a mystical element to the clothing but also makes the apparel interactive and dynamic.



Aromatherapy-Infused Apparel

Clothing with pockets to hold aromatherapy pods. The pods contain calming scents like lavender or chamomile, which can help reduce stress and anxiety when worn.



Home-Centric Socks

Catering to the home-centric living trend, develop ultra-comfortable, durable socks designed for prolonged indoor use, possibly with features like non-slip soles or extra cushioning



Threads of Thunder



A 1980's hair metal song about how hard the Americas Apparel Producers Network Conference is going to rock.



We're stitchin' up a storm tonight (tonight)
Needles moving at the speed of light
Patterns flying and the thread is tight
Come on, join us, feel the might, yeah
It's Americas Apparel Producers Network Bash
Weaving dreams of fabric and the cash



Let's Use the Power of Marketing (and AI) to Create a New Apparel Concept





Unisex and Gender-Fluid Denim

THE IDEA

In line with inclusive fashion movements, designing denim that is unisex or genderfluid, breaking traditional gender norms in fashion.



Shane

Where Every Body Fits







Working with data.

Dicks Sporting Goods Golf Shirt Sales

File Edit View Insert Format Data Tools Extensions Help Accessibility

100% \$ % .00 123 Default... - 10 + B I A

A	B	C	D	E	F	G	H	I	J	K	L	M	N
Product ID	Brand	Model	Color	Size	Retail Price	Cost Price	Units Sold	Sales Date	Store Location				
PID1000	Under Armour	Performance Po	Blue	XL	42.40776487	40.56004815	22	2023-05-19	Location 1				
PID1001	Adidas	Tech Golf Shirt	Grey	M	67.73992772	24.910871	34	2024-05-10	Location 3				
PID1002	Nike	Tour Preferred	Green	XL	73.69887931	25.89888055	17	2023-10-19	Location 1				
PID1003	Puma	Tech Golf Shirt	Green	M	48.64925111	41.39197917	34	2024-05-02	Location 3				
PID1004	Nike	Tech Golf Shirt	Green	S	43.13727405	33.96566016	36	2024-04-23	Location 3				
PID1005	Adidas	Flex Cool	Green	L	61.82342829	43.50408676	21	2023-08-30	Location 6				
PID1006	Under Armour	Flex Cool	Grey	M	48.63496847	34.4837319	41	2023-08-22	Location 2				
PID1007	Callaway	Tour Preferred	Black	M	56.36336722	42.62947644	9	2024-03-05	Location 7				
PID1008	Under Armour	Tour Preferred	White	S	60.58366786	42.7411653	47	2023-10-28	Location 8				
PID1009	Puma	Tech Golf Shirt	Blue	L	49.49289289	44.34935562	30	2023-09-05	Location 10				
PID1010	Under Armour	Tech Golf Shirt	Black	L	65.49137061	31.68709082	15	2023-06-23	Location 3				
PID1011	Nike	Tour Preferred	Red	M	35.66183632	43.02668825	36	2024-01-29	Location 10				
PID1012	Puma	Tech Golf Shirt	Red	S	28.66413006	42.54820269	1	2024-05-09	Location 5				
PID1013	Adidas	Classic Stripe	Green	XL	49.55748003	25.01638515	12	2024-02-17	Location 10				
PID1014	Under Armour	Flex Cool	Blue	M	73.6789843	40.59281462	30	2023-09-27	Location 10				
PID1015	Nike	Flex Cool	Grey	S	67.361107	25.03197439	13	2023-08-14	Location 3				
PID1016	Adidas	Performance Po	White	M	48.47640817	23.38649555	25	2023-07-07	Location 4				
PID1017	Callaway	Classic Stripe	Grey	XL	31.55755152	24.64567789	7	2023-12-25	Location 10				
PID1018	Adidas	Classic Stripe	Blue	M	63.50262737	34.12494838	20	2023-05-25	Location 10				
PID1019	Under Armour	Tour Preferred	Green	L	59.57985021	29.30312423	3	2023-10-04	Location 8				
PID1020	Adidas	Flex Cool	Blue	XL	43.94736624	29.02927063	33	2023-07-02	Location 7				
PID1021	Puma	Tour Preferred	Red	L	72.28357758	40.51412469	30	2023-06-29	Location 5				
PID1022	Nike	Tech Golf Shirt	Red	S	60.8334268	33.69163968	31	2023-07-24	Location 6				
PID1023	Under Armour	Performance Po	Green	M	34.29882456	42.13938503	43	2023-07-12	Location 5				
PID1024	Nike	Classic Stripe	Blue	XL	51.49339285	18.6034676	44	2024-04-21	Location 4				
PID1025	Nike	Tour Preferred	Red	M	31.5740741	15.07527548	48	2023-09-21	Location 1				
PID1026	Adidas	Classic Stripe	White	XL	43.78597317	41.54921679	48	2023-07-11	Location 4				
PID1027	Puma	Classic Stripe	Black	M	56.47674768	25.37780532	2	2023-10-30	Location 5				
PID1028	Under Armour	Flex Cool	Red	XL	26.37941039	42.22230444	28	2023-06-03	Location 6				
PID1029	Callaway	Flex Cool	Green	M	54.34206232	21.64793249	48	2023-11-19	Location 5				
PID1030	Callaway	Tech Golf Shirt	Green	S	73.83102009	22.4667545	5	2023-11-15	Location 7				

Extended_Golf_Shirts_Sales_Report

Count: 10



Extended_Golf_Shirts_Sales_Report.csv
Spreadsheet

What is this data?



It seems you've uploaded a file named "Extended_Golf_Shirts_Sales_Report.csv". This file likely contains data related to sales of golf shirts over a certain period or across different regions or demographics. Would you like me to analyze specific aspects of this data, such as sales trends, top-selling products, or regional performance?

What are the different ways I could analyze it?



1. Trend Analysis:

- Time Series Analysis: Examine how sales have changed over time. This could be on a monthly, quarterly, or yearly basis.
- Seasonal Trends: Identify any seasonal patterns in sales, which can help in forecasting and inventory management.

1. Performance by Region:

- Analyze sales data by geographic region to determine where your products are most popular or identify untapped markets.

1. Product Performance:

- Analyze which styles, colors, or sizes are selling best and which are underperforming. This can inform production and marketing strategies.

1. Customer Segmentation:

- Segment your customers based on their purchasing patterns, demographics (age, gender, etc.), or other criteria to tailor marketing strategies and optimize product offerings.

1. Sales Channel Analysis:

- Compare the performance of different sales channels, such as online versus retail stores, to understand where your customers prefer to shop.



6. **Profitability Analysis:**
 - Analyze the profitability of different products by looking at revenue minus costs associated with each item.
7. **Comparison with External Benchmarks:**
 - Compare your sales data with industry benchmarks to gauge your market position and competitive performance.
8. **Predictive Analytics:**
 - Use statistical models to forecast future sales based on historical data and external factors like economic indicators or market trends.
9. **Correlation Analysis:**
 - Explore correlations between sales of golf shirts and other variables, such as marketing spend, weather conditions, or economic indicators.
10. **Inventory Turnover:**
 - Analyze inventory turnover rates to ensure optimal stock levels and reduce holding costs.

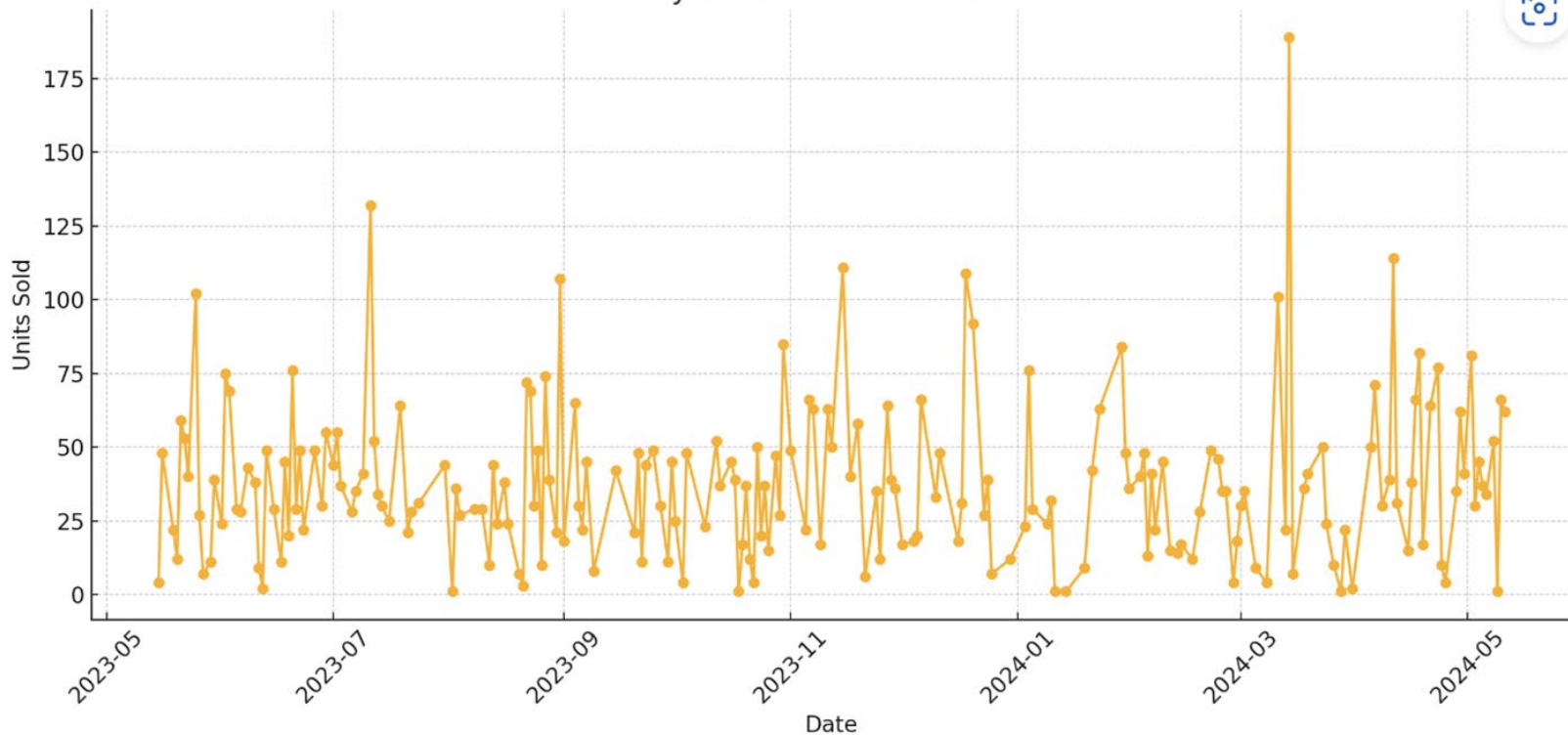


Let's perform predictive analytics

1. Data Preparation:
 - Convert the 'Sales Date' to a datetime format for time series analysis.
 - Aggregate sales data by date to analyze total units sold per day.
2. Exploratory Data Analysis (EDA):
 - Examine the sales trends over time.
 - Check for any seasonal patterns or anomalies in the sales data.
3. Model Building:
 - Depending on the sales trend and seasonal patterns, choose an appropriate time series forecasting model (like ARIMA, seasonal ARIMA, or a simpler moving average model).
4. Model Training and Validation:
 - Split the data into training and test sets to validate the model's performance.
5. Forecasting:
 - Use the trained model to forecast future sales.

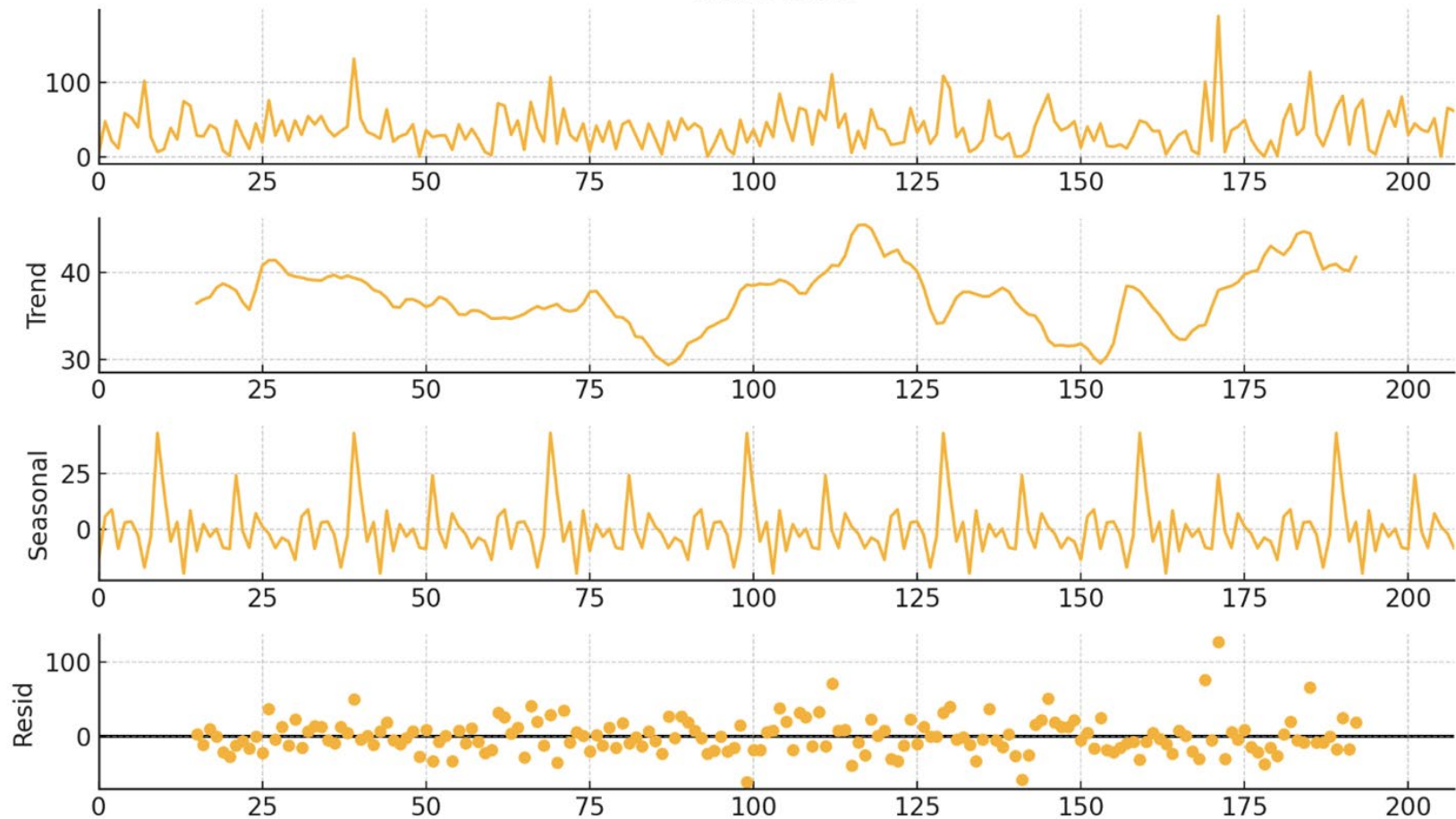


Daily Units Sold of Golf Shirts





Units Sold

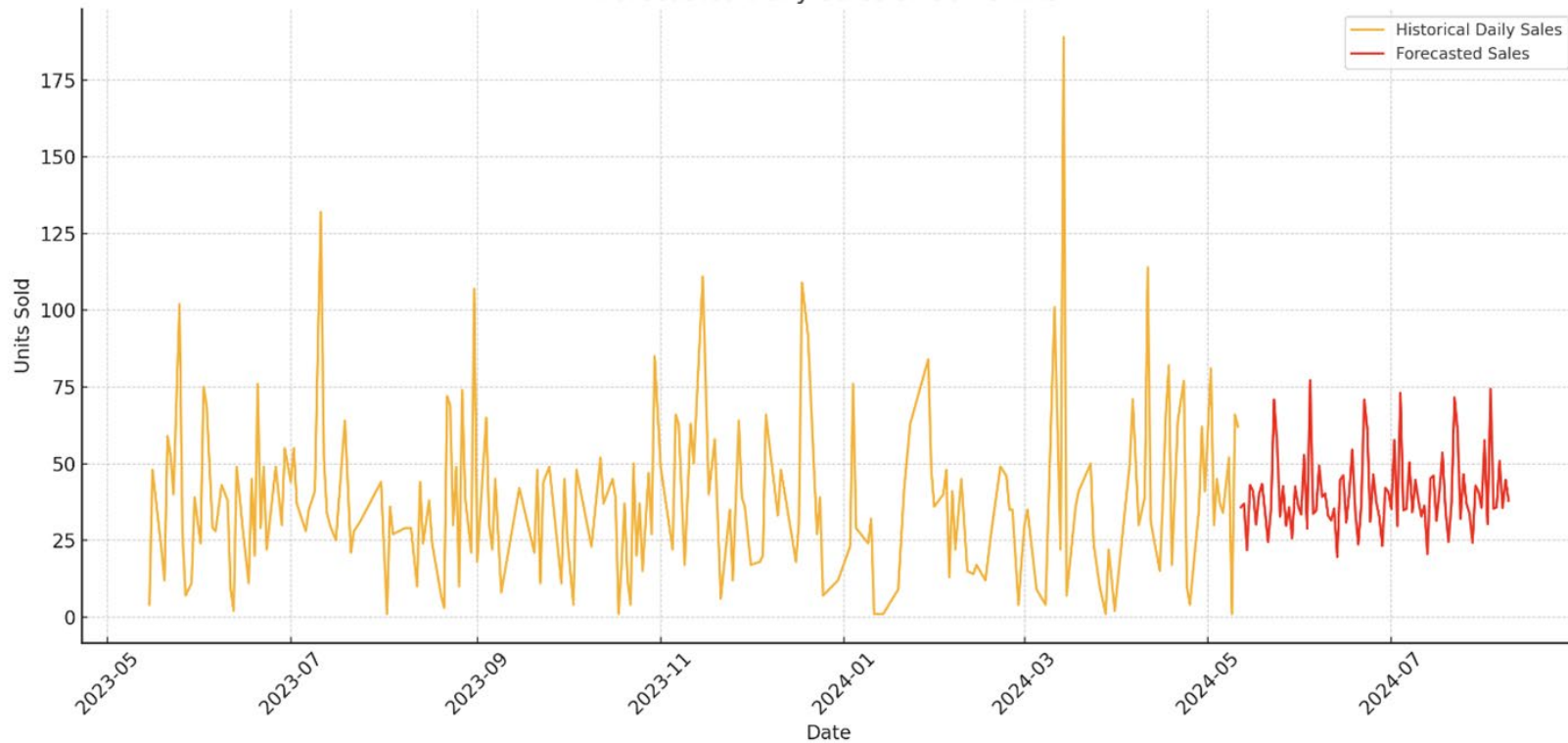


The SARIMA model has been successfully fitted to the sales data. Here's a brief summary of the model's diagnostics:

- **Model Type:** SARIMAX(1, 1, 1)x(1, 1, 1, 30)
- **Log Likelihood:** Approximately -865.466, indicating the likelihood of the observed data under the model.
- **AIC (Akaike Information Criterion):** 1740.933, which helps in model selection with lower values indicating a better model fit to the data.
- **P>|z| Values:** Indicates the significance of each parameter. Most are significant, except for the AR term of the non-seasonal part, suggesting minor adjustments could be made.
- **Diagnostic Tests:**
 - **Ljung-Box Test:** P-value near 1 suggests residuals are independently distributed (i.e., no autocorrelation).
 - **Jarque-Bera Test:** Low p-value indicates the residuals do not follow a normal distribution, possibly skewing and kurtosis.



Forecasted Daily Sales of Golf Shirts



Extended_Golf_Shirts_Sales_Report.csv
Spreadsheet

I have to prepare a report to my boss using this data. Outline the report and create the charts I will need to look great.



Analyzed

python

Always show details



Copy code

```
import pandas as pd

# Load the data
file_path = '/mnt/data/Extended_Golf_Shirts_Sales_Report.csv'
data = pd.read_csv(file_path)

# Display the first few rows of the dataframe to understand its structure
data.head()
```

Result

	Product ID	Brand	Model	Color	Size	Retail Price	\
0	PID1000	Under Armour	Performance Polo	Blue	XL	42.407765	
1	PID1001	Adidas	Tech Golf Shirt	Grey	M	67.739928	
2	PID1002	Nike	Tour Preferred	Green	XL	73.698879	
3	PID1003	Puma	Tech Golf Shirt	Green	M	48.649251	
4	PID1004	Nike	Tech Golf Shirt	Green	S	43.137274	

	Cost Price	Units Sold	Sales Date	Store Location
0	40.560048	22	2023-05-19	Location 1



Outline for the Report

1. Executive Summary

- Brief overview of the sales performance of extended golf shirts.
- Key highlights and insights.

2. Sales Performance Overview

- Total sales revenue and units sold.
- Comparison of sales across different brands.

3. Detailed Analysis

- Sales performance by model.
- Sales performance by color.
- Sales performance by size.
- Sales performance by store location.

4. Price Analysis

- Average retail price and cost price by brand.
- Profit margin analysis.

5. Trend Analysis

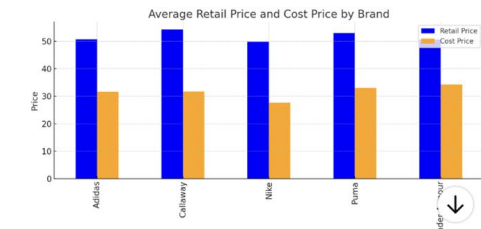
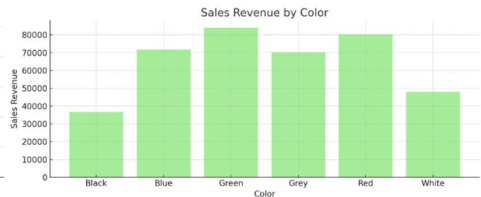
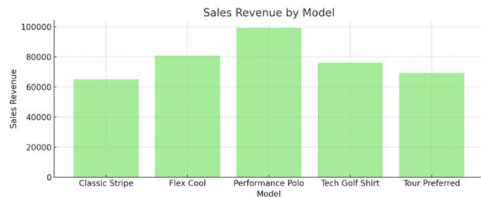
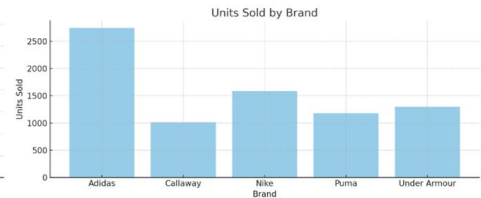
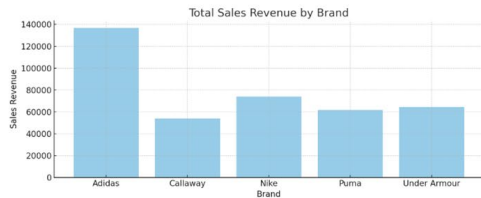
- Sales trends over time (monthly/quarterly).

6. Recommendations

- Insights derived from the data.
- Suggested actions for improving sales and profitability.

Charts Needed

- Total Sales Revenue by Brand: Bar chart.
- Units Sold by Brand: Bar chart.
- Sales Revenue by Model: Bar chart.
- Sales Revenue by Color: Bar chart.
- Sales Revenue by Size: Bar chart.
- Sales Revenue by Store Location: Bar chart.
- Average Retail Price and Cost Price by Brand: Grouped bar chart.
- Profit Margin by Brand: Bar chart.
- Sales Trends Over Time: Line chart.



What's the most insightful thing I can pull from this data that will make me look like a genius?

High Profit Margin by Brand

- **Finding:** Nike generates the highest profit margin, with a significant lead over other brands. Despite its higher cost price, Nike's strong brand equity allows for premium pricing and high sales volume, resulting in exceptional profitability.
- **Visual Support:** Include the Profit Margin by Brand chart to visually support this finding.

Potential Actions

- **Expand Nike product lines:** Introduce new models and colors within the Nike brand to capitalize on its profitability.
- **Targeted Marketing Campaigns:** Focus advertising efforts on Nike products, highlighting their popularity and premium quality to drive even higher sales.



Q & A