



Customer 360 with Azure Databricks: Proof of Value

Prepare to redefine your customer engagement for the modern retail era

The retail epicenter has shifted from retailer to the customer. In an era of a continuously changing scenario, the goal has become to identify customers that represent the most potential and then effectively cultivate them to optimize their value. This makes calculating Customer Lifetime Value (CLV) fundamental to cracking the code to profitability.

However, most companies find that their current systems are unable to deliver the kind of actionable insights required to make personalized decisions. These systems usually provide aggregate level indicators, which fail to capture the shifts in individual customer behavior that may predict lower or elevated potential for returns.

Azure Databricks is a jointly developed Data & AI service from Databricks and Microsoft, for data engineering, data science, analytics and machine learning. It enables you to perform strenuous data transformations and CLV calculations from massive volumes of transaction data, optimize models and deploy them to CRM or CDPs for marketing operations, from a single system.





**Get in touch
with us:**

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Take the first step

In the Customer 360 Proof of Value, our experts will combine use case envisioning and custom deployment to thoroughly demonstrate the functional and technical capabilities of Azure Databricks for calculating Customer Lifetime Value and how you can leverage it to address your top challenges.

Our delivery process

- **Envision**
 - Identify Customer 360 Insights use case(s) through design thinking.
- **Plan**
 - Establish scope of work, project success criteria and detailed plan for the PoV.
- **Build**
 - Collect the data, configure Azure Databricks platform, and deploy the Common Data Model (CDM) for customers.
 - Visualize CDM data through Power BI.
- **Communicate**
 - Socialize the findings with leadership.

Final Deliverables

 **Duration: 3-5 Weeks**

 **Cost: \$30,000-\$50,000**



Fully operational Azure Databricks environment for 1-2 data sources



Common Data Model for Customer 360

We are helping retailers address their top challenges through CLV calculations with Azure Databricks



Product personalization / recommendations



Personalized pricing and promotions



Predict and avoid customer churn

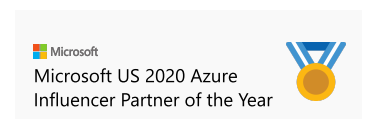


Lower customer acquisition costs



Customer journey analytics

About 3Cloud



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