

# Intelligent Insights for Retailers powered by Data Discovery Platform on Microsoft Azure



## Retail App on DDP

The Intelligent retail apps are specifically designed to address the intrinsic challenges that are prevalent in the retail industry, using a robust approach that involves infusing AI with strong domain understanding in order to turn a customer from a loyalist to an advocate..

## WHAT WE OFFER



### Customer Insights

- Customer churn prediction
- Behavioral clustering
- Campaign analytics
- Propensity analysis
- Product pulse analysis
- Voice of customer analysis



### Instore Intelligence

- Store Performance Analysis
- Traffic Analysis
- Store Analytics



### Merchandise Analytics

- POS analytics
- Product affinity analytics
- Promotional effectiveness
- Assortment assist
- Competitive pricing



- Best-in Class analytics techniques and methods can surface real time deeper Interweaved Insights.
- Customizable ML models which can be leveraged to extend to other LOB's.

## How it has helped some of our customers

- **For a confectionary major** : Empowered the digital innovation center with ability to understand the customer behavior by harnessing sentiments of customers which improved early actions by 60%
- **For a leading automotive aftermarket parts** – Competitive-pricing framework to identify the impact of change in price of a product across various competition web sites which led to increase customer lift value and with a revenue increase of 4%
- **For a leading cosmetics company**-Empowered the Sales and Marketing teams with focused insights on merchandise effectiveness to plan assortment, allocation and SKU rationalization. Reduced Stock Out's scenarios through real-time alerts to respective teams – effort reduction by 25 %
- **For a global food services** : Analytics led capabilities in the areas like Marketing, HR and Labor 5% incremental revenue by leveraging intelligent pricing recommendations for existing clients with a role based automated system reducing repeated manual efforts
- **For a beauty major** : 100 plus insights gained from customer sentiment analysis impact on product sales helped make more business-critical decisions regarding product R&D, supply chain, marketing and sales campaigns



# Microsoft Azure

Microsoft Azure is an ever-expanding set of cloud computing services to help your organization meet its business challenges. With Azure, your business or organization has the freedom to build, manage, and deploy applications on a massive, global network using your preferred tools and frameworks.



## WHY AZURE



### Be future-ready

Continuous innovation from Microsoft supports your development today and your product visions for tomorrow. With 1,000+ new capabilities in the past year, you can build on the latest advancements in AI, blockchain, Kubernetes, containers, and databases to keep you ahead of the curve.

Our enterprise-grade analytics solution outperforms the competition, costs less, and is fully compatible with your existing development, BI, and data science tools.



### Build on your terms

You have choices. With our commitment to open source and support for all languages and frameworks, you can build and deploy how you want to. Take advantage of the full-featured, integrated development environments with built-in support for Visual Studio and Visual Studio Code, the most popular IDEs trusted by 15M+ developers.

We embrace open source, drive innovation through collaboration, and contribute back to the community.



### Operate hybrid seamlessly

On-premises, in the cloud, and at the edge—we'll meet you where you are. Integrate and manage your environments with tools and services designed for hybrid cloud.

Enhance security, simplify access, and set smart policies across your different environments with a single identity platform trusted by 90 percent of enterprises globally.



### Trust your cloud

Get security from the ground up, backed by a team of experts, and proactive compliance trusted by enterprises, governments, and startups.

With its \$1B+ investment in security R&D and 3,500 cybersecurity experts, security is foundational for Azure.

Learn more: [www.microsoftazure.com](https://www.microsoftazure.com)