

Wipro

Data Discovery Platform

<https://www.wipro.com/analytics/data-discovery-platform/>



The New-age Retail Industry

Today's market conditions, combined with fast-changing customer expectations, necessitate retailers to accelerate digital innovation and transform traditional business models. Successful retailers will leverage data and technology to enhance the customer experience and grow customer loyalty and trust.



CHALLENGES

Retailers' growth drivers are now more strongly linked than ever before to their capacity to integrate the new journeys of digital customers. However, many retailers still manage their offline and online sales channels in silos.

IDEAL SOLUTION

Enables a transformation to intelligent retail by facilitating a 360 degree view for their customers, so the right products can be served to the right audience, while reducing operational cost leakages and improving the end consumers' experience and satisfaction.

DESIRED OUTCOMES

Modular, business specific apps to address the KPI that directly impact ROI , while ensuring the flexibility and scalability to meet the growing and fluctuating needs of a dynamic business situation.



Intelligent Insights Retail

Data Discovery Platform

The Intelligent retail apps on Data Discovery platform 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.

KEY SOLUTION FEATURES

- AI-based Intelligent Image Matching Techniques for Image analytics
- Speech to text conversion Algorithms
- Natural Language Processing based text analytics and topic analysis

SOLUTION BENEFITS

- Enable an insight-driven enterprise
- Faster time to market
- Reduced TCO
- Increased “analytical throughput”

MICROSOFT INTEGRATION BENEFIT

- End to end analytical technology stack
- Out-of-the-box cognitive APIs
- Scalability and ease of integration

Intelligent Insights for Retail powered by Data Discovery Platform built on Microsoft Azure



Shelf Space Analytics

AI driven Intelligent Image Matching Techniques for merchandisers to scan any type of retail product small or large, dull vs. glossy packaging, regular vs. irregular shapes which helps in retail execution by translating captured images into actionable insights

Promotion Effectiveness Analysis

Helps optimize marketing promotion selections for best performance based on past promotion outcomes.

Assortment Assist

It helps in designing and planning of new products based on key attribute identification of customer preferred products and in designing SKU distribution plan for various stores

Market Recovery Monitor

Interactive insights across multiple sources to provide a holistic view of the market, mobility, recovery status and consumption score at the county level.

Product Affinity Analytics

Identifies associations between different retail complementary product groups and analyzes their strength for product bundling

Intelligent Retail powered by Wipro's Data Discovery Platform

Ask a question via email: gtm-ps@wipro365.onmicrosoft.com

Learn more: <https://www.wipro.com/analytics/data-discovery-platform/>

