

# Accelerating Omnichannel Growth with AI-Driven Retail Analytics



## The Customer

One of the largest multinational Retail/CPG enterprises operating across APAC, North America, South America and more, needing to grow sales faster while empowering regional data analysts/scientists with self-serve advanced analytics to deliver high-quality insights quickly.

## Impact Delivered

- 75% Faster time-to-market
- 40% Higher model accuracy
- 30% Growth in revenue opportunity
- 20% Lower operating costs

## The Challenge

- Complex, time-consuming solutions; hard to extract value from data science
- Collaboration friction among data analysts, scientists, engineers, and product teams
- Limited scalability of use cases; difficult to generate timely insights
- Competitive pressure to keep customers loyal and identify value touchpoints
- Hard to understand store-level/item-category patterns and rely on forecasts for sales
- Lack of assortment insights impacting on-shelf availability

## Solution Components

- Databricks
- Snowflake

## The Solution

Launch an AI-enabled retail analytics foundation integrated with modern data platforms:

- Build ML for product recommendations, churn prediction, customer segmentation/promotions
- Implement price elasticity & sales forecasting, store segmentation, OTIF/inventory optimization
- Use Databricks with Snowflake for rapid development, scalable data science, and analytics enablement

## The Results

- Personalized recommendations and targeted promotions at scale
- Forecast-driven inventory and assortment optimization
- Increased collaboration and use-case throughput
- Improved sales of hard-to-sell SKUs