# Transforming Retail with Real-Time Data & Insights

With shifting consumer behaviours, rising competition and increasing pressure to personalise experiences, retailers must rely on timely, accurate data to make informed decisions. Enabling the exploration of new market opportunities is essential to promote an agile business environment where new business cases can be efficiently explored and productised, empowering retailers to act with agility and precision.

Bearing that in mind, a **Tier 1 Retailer** partnered with Celfocus to build a **data-driven platform that optimises processes, drives financial gains, and fuels growth.**
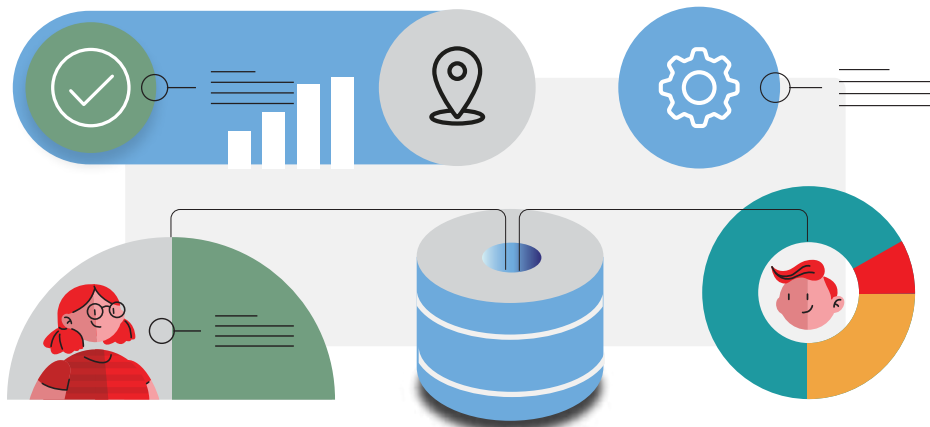
CHALLENGE

The **Tier 1 retailer** aimed to **unify data from multiple sources into a single, centralised hub.** The goal was to build a cloud-based platform that was easily scalable to meet diverse business demands — creating an ideal environment to foster innovation, accelerate decision-making, and make data actionable for a variety of new business cases.

SOLUTION

Developed in partnership with Celfocus, the **new analytics platform is an advanced Azure Cloud-based solution, providing a robust infrastructure for cutting-edge analytics.** With a centralised Lakehouse built on Azure Databricks that collected data from all of the retailer's major systems, the platform ensures seamless internal data access.

The solution adapts to growing data volumes and analytics needs without excessive infrastructure costs. Additionally, it enables quicker access to AI and data science capabilities, accelerating innovation and reducing time-to-market for new initiatives.

BENEFITS

Cost Efficiency

- Leverage cloud infrastructure for maximum value.
- Access only the features needed, minimising costs.
- A single environment for streamlined operations.

Flexible, Scalable & Extensible Toolset

- Customise to fit the retailer's exact needs.
- Rapid development for faster results.
- Quick implementation.

State-of-the-Art Tools

- Effortless access to new features with cloud-based solutions.