

# Retail Data & AI Solutions

Pre-built accelerators that cut delivery time by 40% and drive Snowflake consumption from Day 1

## WHEN TO BRING US IN

Your customer says:

- "We can't get a single view of our customer across online and in-store"
- "Our inventory visibility is a mess — constant stockouts and overstock"
- "We have 2,000 Tableau reports and no idea which ones matter"
- "Our pricing is reactive — we need predictive demand and dynamic pricing"

## FLAGSHIP SOLUTIONS

### Omnichannel Customer 360

Unified customer view across POS, ecommerce, loyalty, and marketing.

#### ACCELERATORS:

- Pre-modeled retail schemas
- Identity resolution logic
- CDP integration patterns

**⚡ 6-week delivery vs 12-week typical**

### Inventory & Demand AI

Real-time inventory visibility with Cortex-powered demand forecasting.

#### ACCELERATORS:

- Inventory ingestion pipelines
- Demand forecasting models
- Stockout prediction alerts

**⚡ 30% reduction in stockouts**

### Pricing & Promotion Analytics

ML-driven dynamic pricing and promotion effectiveness analysis.

#### ACCELERATORS:

- Price elasticity models
- Promo ROI dashboards
- Competitive price tracking

**⚡ 8-12% margin improvement**

## DELIVERY TOOLKIT

Reusable IP across the full project lifecycle — migration, modernization, and AI:

#### DISCOVER

- Source system profiling
- Complexity scoring
- Workload analysis

#### TEST & VALIDATE

- Automated UAT scripts
- Data reconciliation
- Quality scorecards

#### MODEL

- Industry data models
- Schema design patterns
- ERD templates

#### GOVERN

- GDPR/CCPA templates
- Data classification
- Atlan integration

#### MAP & MIGRATE

- Source-to-target mapping
- Teradata/SAP/SAS scripts
- SQL conversion tools

#### AI / ML

- Cortex AI integration
- Feature engineering
- Pre-trained models

#### BUILD

- ETL/ELT patterns
- Pipeline templates
- Orchestration configs

#### BI RATIONALIZATION

- Report inventory & scoring
- Legacy BI migration
- Report sprawl cleanup

## PROOF POINTS

### National Grocery Chain

Customer 360 deployed in 6 weeks vs 12-week industry average. Unified 8 data sources. Now expanding to loyalty personalization.

### Multi-Brand Apparel Retailer

Saved 200+ hours with automated source-to-target mapping. Reduced BI report sprawl from 2,400 to 380 active reports.

## WHY THIS MATTERS FOR SNOWFLAKE

#### HIGH CONSUMPTION

High-volume POS + Cortex AI = significant credit usage from day one

#### FAST DEPLOYMENT

Accelerators cut timelines 40%, helping close deals faster

#### LAND & EXPAND

Modular solutions create natural expansion paths

## READY TO WIN TOGETHER?

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