

How Do AI & Data Analytics Benefit Retail Organizations?



As a Microsoft partner, we are committed to helping move retail organizations into the digital age, enabling them to drive sustained profitability and growth through innovative data analytics.

It's Not Just a Trend¹

Recent research by Chain Store Age found that retailers using AI get significant benefits:

71%

of retail respondents said AI & machine learning leads their business strategy.

62%

are using AI/ML to predict business performance

61%

are using AI/ML for data analysis

56%

are using it as a driver of innovation

52%

are using it to improve speed & efficiency while reducing future risk



Microsoft's Data Solution

A Single Source of Truth

With a unified, governed foundation for centralizing and curating data and analytics workloads from on-prem to clouds, retail organizations can future-proof their data estate and accelerate the value derived from their data.

Real-Time Insights

Achieve timely insights at enterprise scale, meeting your business intelligence, data warehouse, advanced analytics, data governance and machine learning objectives with highly secure and cost-effective services.

Personalized Customer Experience

Leverage AI and ML for superior consumer experiences, transforming customer journeys, providing personalized offerings and building meaningful relationships.

Resilient Retail

Achieve resilient retail by leveraging managed databases, analytics services and AI offerings – streamlining data integration and management to allow more focus on creating value.

8 Ways AI Can Improve the Customer Experience²



Reply to customers faster with localized, on-brand messaging



Reach customers in new, native ways online



Create ChatGPT-like experiences tailored to your own enterprise data



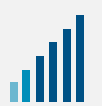
Revolutionize your site's search engine with rich, semantic search experiences



Make faster, more informed decisions on where to invest in e-commerce improvements with accessible analytics



Experiment with automating content generation at scale, speeding up the writing and image generation processes



Democratize data for non-technical employees to make real-time and predictive optimizations



Drive better engagement with detailed product page content creation

Next Steps



We'd love to learn about your vision for your organization. As a Microsoft partner, we have the expertise to help drive transformation in your retail organization. Our data and analytics solutions can enhance business operations and provide exceptional shopping experiences for consumers.

[CLICK HERE TO LEARN MORE](#)

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1. Chain Store Age, Colman Parkes Research 2023.
 2. What's my generative AI strategy?, Microsoft industry blog 2023