

INDUSTRY BRIEF

# Alteryx for Retail & CPG

Retail is Moving Faster Than Ever. Alteryx Makes Sure Your Data Moves Faster.

## In retail and CPG, adaptability is everything.

Consumer behaviors shift overnight. Supply chain disruptions ripple across continents. Margins tighten as costs rise and loyalty becomes harder to earn. But amidst all this turbulence lies opportunity for retailers and CPGs that can move fast, see clearly, and act decisively.

The problem? Most retailers and CPGs are flying blind—struggling with siloed systems, slow analytics cycles, and overburdened data teams. Even as AI promises transformation, the foundational data issues remain: poor quality, inconsistent definitions, and a lack of business-accessible tooling.

**That's where Alteryx comes in.** Alteryx helps retailers and CPGs build a clear, governed, and AI-ready data foundation—fast. It empowers analysts, merchandisers, and planners to prepare, blend, and analyze data across POS systems, e-commerce platforms, and ERP solutions, without coding or waiting for IT.

With Alteryx, retailers:

- Optimize inventory across channels using near-real-time data.
- React to demand signals faster, adjusting pricing, promotions, and placement with agility.
- Automate margin analysis, shrink detection, and replenishment, freeing teams to focus on strategy.
- Accelerate AI adoption with reusable workflows, governed data pipelines, and seamless integration into cloud platforms like Snowflake, Databricks, and Azure.

Retail's next era won't be won with spreadsheets and dashboards. It will be won with automated insight, operational speed, and scalable AI.

Alteryx delivers all three—bridging the gap between data chaos and confident action.

### How Alteryx Helps

- 1. AI-Ready Data** Transform messy, disconnected, or low-trust data into clean, enriched datasets ready for AI, predictive modeling, and machine learning—without writing code.
- 2. Cloud-Native & CDW Integration** Connect directly to Snowflake, Databricks, Amazon Redshift, GCP, and Azure to blend on-premise and cloud data without creating new silos.
- 3. Modern Data Stack Compatibility** Alteryx fits seamlessly into your stack—working alongside dbt, Tableau, Power BI, and other tools—without disrupting existing architecture.
- 4. Automation at Scale** From quality checks to complex model deployments, automate analytics workflows that save time, reduce manual errors, and free up resources for strategic tasks.
- 5. Empower Domain Experts** Alteryx lets merchandisers, planners, and marketers build data workflows without coding—turning insight into action without waiting on IT.

# Common Alteryx Use Cases Across the Retail Value Chain

## 1. Omnichannel Inventory Optimization

**Challenge:** Managing inventory across stores, warehouses, and digital channels is increasingly complex—and costly when misaligned.

**How Alteryx Helps:** Alteryx brings together data from POS, ERP, and e-commerce platforms to help planners forecast demand, optimize inventory placement, and automate replenishment—improving availability while reducing excess stock and carrying costs.

## 2. AI-Ready Demand Forecasting

**Challenge:** Even the best forecasting models struggle without clean, contextual data—and most CPGs and retailers aren't AI-ready.

**How Alteryx Helps:** Alteryx automates the prep and blending of internal and external demand signals—enabling accurate, scalable forecasting pipelines and accelerating adoption of AI across planning and supply functions.

## 3. Personalized Promotions and Targeting

**Challenge:** Per McKinsey, 71% of retail customers expect personalization and 76% will walk away if they don't get personalization.

**How Alteryx Helps:** Alteryx empowers marketing and loyalty teams to blend transaction, behavior, and demographic data—quickly creating high-impact segments and personalized campaigns that drive conversion and lift.

## 4. Site Selection and Real Estate Planning

**Challenge:** The value of physical locations has changed post-COVID. Retailers must now evaluate sites based on e-commerce activity, BOPIS trends, and digital engagement—not just foot traffic or demographics.

**How Alteryx Helps:** Alteryx simplifies site selection by blending geospatial, demographic, and digital behavior data. Teams can evaluate locations based on fulfillment potential, omni-channel demand, and delivery reach to make smarter real estate decisions, faster.

## 5. Assortment and Space Optimization

**Challenge:** Getting the right mix of products into the right locations is critical—but many decisions are still made on gut feel and static reports.

**How Alteryx Helps:** Alteryx enables merchandisers to analyze performance by region, store, and SKU—using sales, space, and local demand data to localize assortments, improve sell-through, and reduce markdowns.

### What Makes Alteryx Different

Low-code/no-code flexibility for non-technical users

End-to-end automation of the full analytics lifecycle

Flexible architecture that complements your IT stack

Native AI/ML tools and GenAI to accelerate insight generation

Governed, auditable, and repeatable workflows

### Analyze and prepare your data with ease and governance

100+ native connections

300+ drag & drop tools

Auditable, and well-documented workflows

### Ready to future-proof your analytics?

Make your data AI-ready

Empower your people

Turn insights into impact

# Alteryx ONE in Your Stack for Data-Driven Retail



For a complete list of system requirements and supported data sources, visit <https://www.alteryx.com/products/alteryx-platform>

## About Alteryx

Alteryx offers an end-to-end, analytics platform which empowers people to break data barriers, deliver insights, and experience the thrill of getting to the answer faster. Business analysts and data scientists alike can discover, share and prep data, perform analysis, and deploy and manage analytic models. Enterprises all over the world rely on Alteryx to deliver actionable insights daily.

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