alteryx

INDUSTRY BRIEF

Alteryx for Retail & CPG

Power unified retail decisions with trusted, AI-ready data

PepsiCo saved $7M in order processing errors alongside a 70% reduction in reporting time with Alteryx. ▶

Connect Every Retail Decision

AI is reshaping how retailers and CPG firms compete, helping organizations improve customer experiences, optimize operations, and make faster decisions. According to Deloitte's Global Retail Industry Outlook, nearly all (96%) retail executives expect industry revenues to grow, while 81% anticipate margin expansion, underscoring the need to scale AI without sacrificing trust or governance.

Alteryx One helps retailers connect, prepare, and govern data so teams can automate decisions, accelerate insight, scale AI, and improve business performance across the enterprise.

Challenge and Approach

Every sale, shipment, promotion, and customer interaction creates another retail decision. Yet the data behind those decisions remains scattered across POS, ecommerce, ERP, loyalty, supplier, and inventory systems. Inconsistent definitions, manual reporting, and disconnected workflows slow pricing, inventory, and marketing decisions. These challenges also limit AI initiatives, which depend on trusted, contextual, and governed data to deliver reliable business outcomes.

Alteryx One connects retail data across the enterprise and transforms it into governed, AI-ready assets that business users can trust. Teams can automate data preparation, unify customer and product information, and build repeatable workflows that support marketing, finance, and supply chain operations. With governed automation and AI capabilities, retailers reduce manual effort, accelerate insight, and confidently scale analytics across the business.

Common Challenges

Customer, product, and inventory data remain fragmented across retail systems.

Manual reporting delays pricing, inventory, and promotion decisions.

Personalization suffers without trusted customer context.

Analysts spend more time preparing data than improving performance.

Business teams struggle to respond quickly to changing customer and market demand.

5 AI Challenges for Retail

1. AI recommendations fail without trusted product and customer master data.
2. Missing business context produces inaccurate pricing and promotion decisions.
3. Poor lineage reduces confidence in AI-generated recommendations.
4. Fragmented commerce data prevents AI from optimizing inventory across channels.
5. Ungoverned customer data increases compliance and privacy risks.

Five Ways to Optimize Retail Performance

Connect Retail Data Across Every Channel

Customer, product, inventory, supplier, and sales data often live in disconnected systems, creating inconsistent reporting and delayed decisions. Alteryx One connects and prepares data from POS, ecommerce, ERP, CRM, and supply chain platforms into governed, trusted workflows. Teams gain a complete view of retail performance, enabling faster, more confident decisions across the business.

Build a Trusted Foundation for AI

AI delivers value only when built on governed, contextual data. Prepare AI-ready datasets with lineage, business rules, and transparent workflows that support predictive analytics and future agentic AI initiatives. Retailers can scale AI confidently while maintaining governance, explainability, and trust across the enterprise.

Optimize Inventory and Demand Planning

Changing customer demand, supplier disruptions, and regional buying patterns make inventory planning increasingly complex. Blend internal and external demand signals to automate forecasting, replenishment, and inventory analysis. Retailers reduce stockouts, minimize excess inventory, and improve product availability while protecting margins and customer satisfaction.

Personalize Customer Experiences

Personalization depends on complete, governed customer data, not disconnected transactions. Unify loyalty, ecommerce, marketing, and in-store interactions to create trusted customer profiles. Teams can summarize customer behaviors and accelerate audience nurture, improving campaign performance, engagement, and lifetime value.

Automate Retail Decision Workflows

Retail teams spend valuable time combining spreadsheets instead of improving business performance. Alteryx One automates recurring reporting for pricing, promotions, inventory, finance, and store operations using reusable workflows. Business users receive timely, trusted insights while analysts focus on strategic initiatives that improve profitability and operational efficiency.

Learn more about how leading retailers leverage Alteryx ▶

What You Will Need

Access to POS, ecommerce, ERP, inventory, loyalty, and supplier data across retail operations.

Business rules for products, pricing, promotions, inventory, fulfillment, and customer operations.

Historical sales, customer, and operational data to identify trends and improve forecasting accuracy.

Collaboration across merchandising, marketing, finance, supply chain, and IT to align business priorities.

"Now I am able to bring all of our vendor data sources together in near-real time into one output to get deeper insights into hundreds of our digital promotions to see what's working and what's not."

- Data Analytics Manager, 7-Eleven

What Alteryx Provides

Unified, AI-ready retail datasets across cloud, on-premises, and enterprise business systems.

Automated workflows that prepare, blend, validate, and enrich retail data without coding expertise.

Built-in governance, lineage, and auditability that improve trust in analytics and AI outcomes.

AI-powered capabilities that accelerate data preparation, insight generation, and workflow development for business users.

Scalable automation that delivers trusted analytics across marketing, finance, and supply chain teams.