



Why Actionable Data Insights Are Critical in Today's Retail

To harness the spiraling amount of retail data coming from multiple systems, consider the combined power of cloud data marketplaces with automated analytics to gain critical data insights.

Why Now?

Real-time actionable data insights are critical amid evolving macroeconomic and disruption headwinds

Ongoing exponential growth in the amount of retail data

Evolving economic situation driving need for price optimization

Shopper behavior shifts driving need for omni-view of customer

Supply chain disruptions

Barriers to Gaining Actionable Data Insights

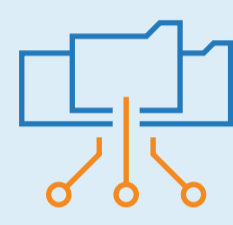
Multiple headwinds



Disparate data from multiple silos



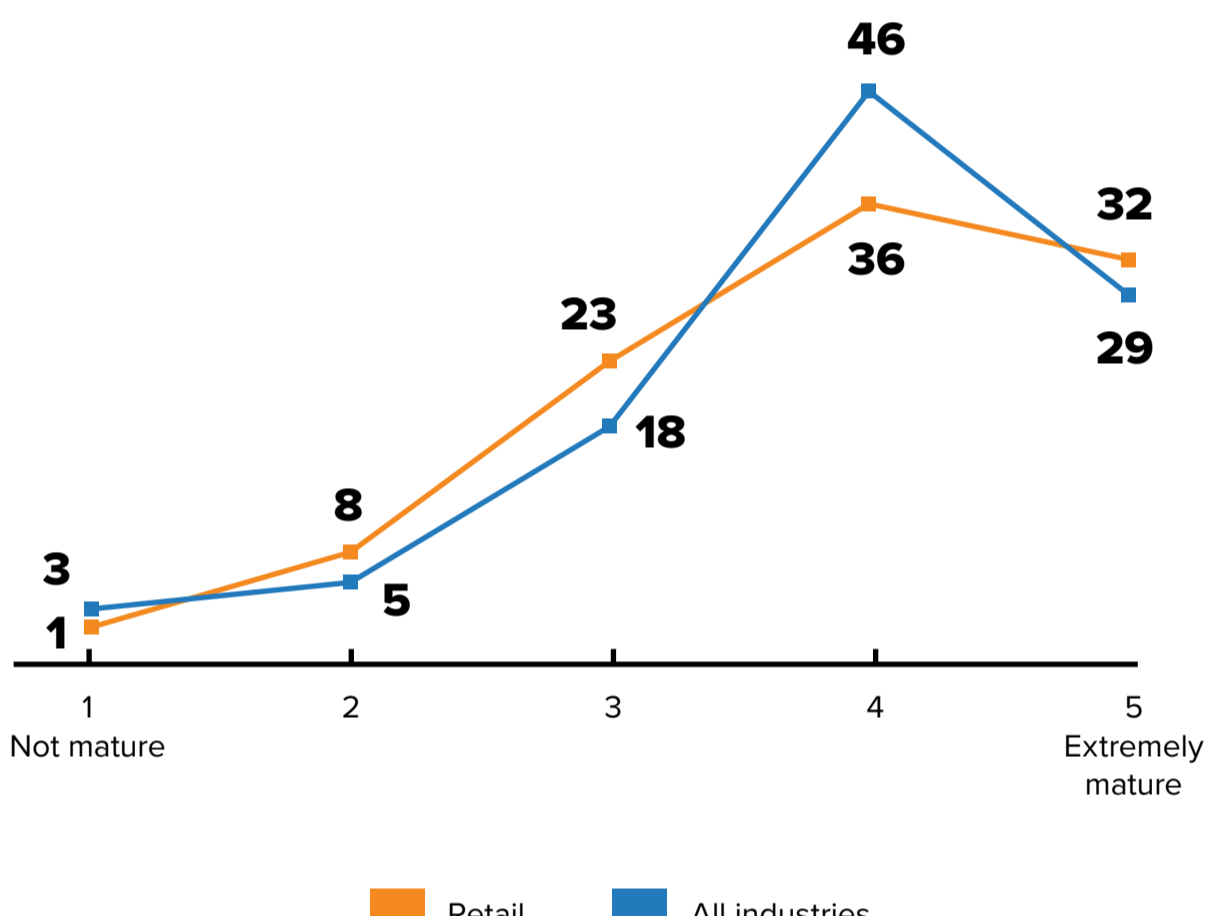
Untrusted Data



Unable to Democratize Data Across Operations

Retail Investment to Overcome Barriers

Q. Rate your organization with respect to its Enterprise Intelligence Maturity

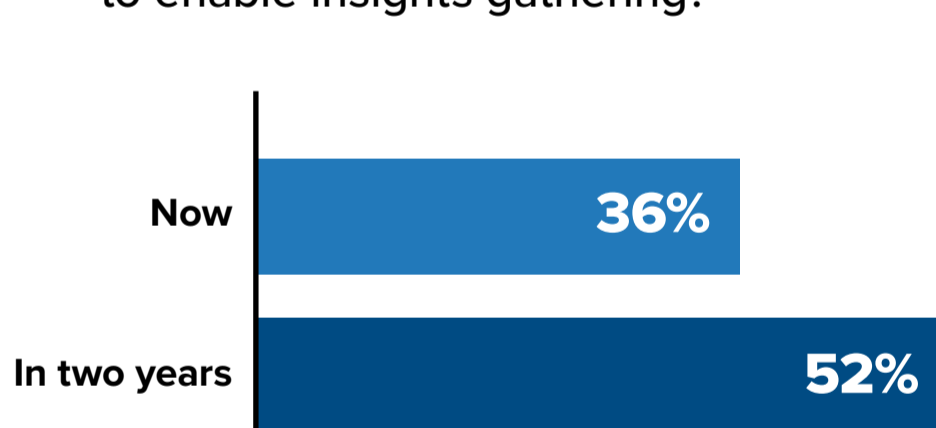


In fact, retailers rate themselves as only moderately mature in Enterprise Intelligence.

Source: Future Enterprise Resiliency & Spending Survey - Wave 3, IDC, April, 2022. Total N=828, Retail N=108

Growing Use of Data Automation/ Data Integration in Retail

Q. Regarding your company's strategy for store operations, what is the status of implementing data automation/data integration to enable insights gathering?



Forward-looking retailers are addressing the issue:



1/3

of retailers are currently investing in data automation/integration,

within 2 years

more than half of retailers

expect to be making these investments.

Source: IDC Global Retail Operating Models Survey, August 2022

The Many Benefits for Omni-channel Retail

Marrying automated analytics with cloud data marketplaces can yield great benefits

Dynamic supply chain forecasting

Logistics optimization

Smart merchandising

Hyperlocal targeting

Message from the Sponsor

Snowflake and Alteryx make analytics and data science fundamentally easier. The Alteryx Analytics Cloud abstracts analytic process complexity while automating tasks that benefit from independent execution. Thus, less time is spent on non-value-added tasks and more effort is applied to supporting retail digital transformation priorities. The Snowflake Data Cloud makes data management and processing flexible, scalable, and highly secure. Together, they empower the retail enterprise to achieve remarkable outcomes while upskilling knowledge workers to be more data driven.