



Modernizing Data Platform with Fabric

Marketing Department Leverages Data to Have *360-Degree Customer Intelligence*

CLIENT INFO



Retail Industry

\$1.5B Annual Revenue

2.8K Employees Globally

Problem



Customer data was scattered across different systems, leading to *inconsistencies & a fragmented business view*



The marketing team *struggled* to effectively visualize & understand their customer base



A lack of a unified platform hindered the ability to optimize the omnichannel strategy



Solution + Result



01 **Scalable** Azure Data Platform to centralize data & enable shared use across departments

02 **Power BI reports** were introduced, enabling business users to perform their own analysis & operationalize analytics

03 **Azure Machine Learning** provided deeper insights into customer behavior, empowering more informed decision-making

Technical Use Case



Data & AI Focus

Azure Databricks

- 1 Prior State Before Data Platform
- 2 Introducing Fabric
- 3 Further Integrating Fabric

	Ingest	Store / Model / Enrich	Serve	
1	Data Factory, Azure Databricks, Alteryx	Data Lake, Blob Storage, Azure, Alteryx	Azure Databricks, SQL Databases, Azure Synapse Analytics	Analytics Services, PowerBI Premium
2	rpe, Manhattan, Alteryx, ACQUIC, LISTRAK, Adobe Analytics	Data Factory, Azure Databricks, Profisee	Azure Databricks, SQL Databases, Azure Synapse Analytics	PowerBI Premium, Fabric
3	twilio segment, Centric Software	Data Factory, Azure Databricks, Profisee	OneLake, Fabric	PowerBI Premium, Fabric

AI Complexity Level



AMERICAS PARTNER OF THE YEAR

Data & AI

2024

Ready to redefine and recalibrate your enterprise growth trajectory by embracing AI technology?

3cloudsolutions.com sales@3cloudsolutions.com

888-88-AZURE