

Modernizing Data Platform with Fabric

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



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



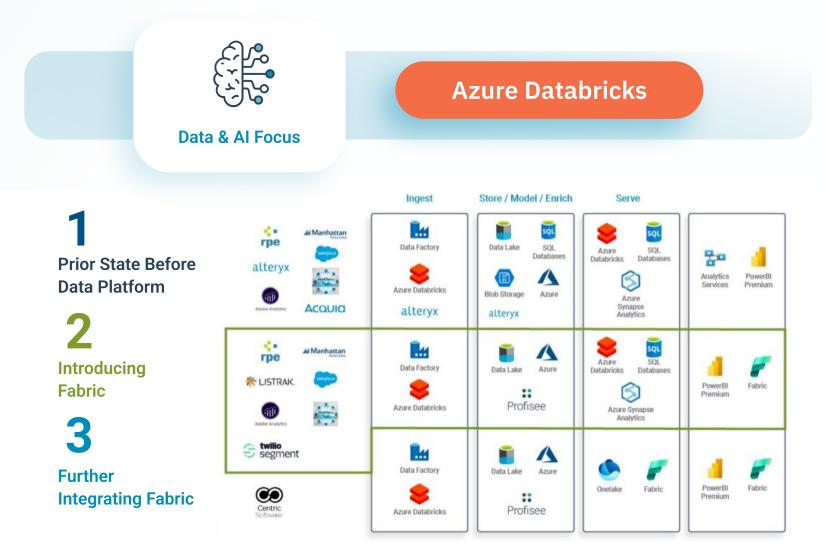
Scalable Azure Data Platform to centralize data & enable shared use across departments

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

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

Technical Use Case







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