

## 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



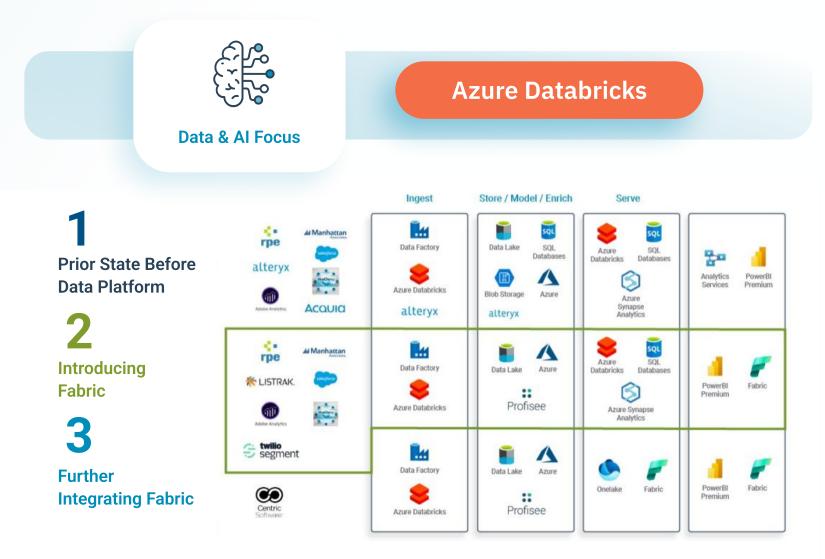
Scalable Azure Data Platform to centralize data & enable shared use across departments

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

03

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

## **Technical Use Case**







AMERICAS PARTNER OF THE YEAR

2024

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

Data & Al

🜭 888-88-AZURE