Modernizing Data Platform with Fabric

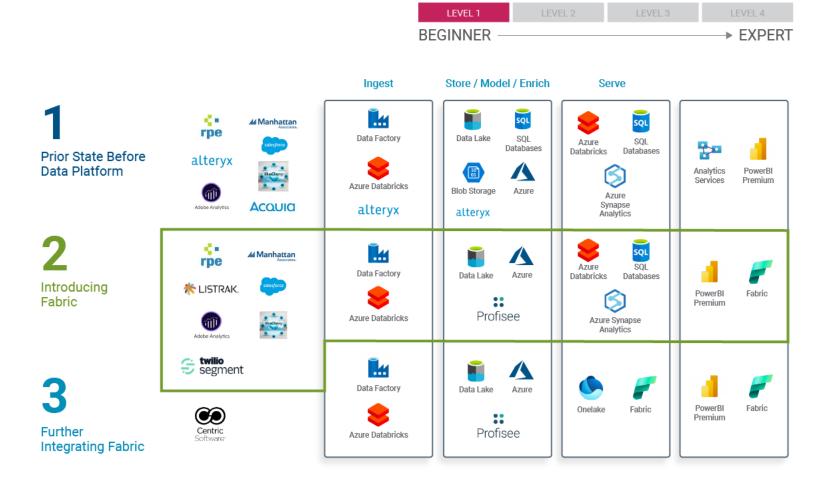**Retail Industry** | **$1.5B** Annual Revenue | **2.8K** Employees Globally | **Data & AI Focus**

Marketing Department Leverages Data to Have 360-Degree Customer Intelligence

`Azure Databricks`

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

AI COMPLEXITY LEVEL

| LEVEL 1 | LEVEL 2 | LEVEL 3 | LEVEL 4 |

BEGINNER → EXPERT

1 Prior State Before Data Platform

2 Introducing Fabric

3 Further Integrating Fabric