How do AI and data analytics benefit retail organizations?

As a Microsoft partner, we are committed to helping move retail organizations into the digital age, and to enable them to drive sustained profitability and growth through innovative data analytics.

It's not just a trend[1]

Recent research by Chain Store Age found that retailers using AI get significant benefits:

71%
of retail respondents said artificial intelligence/machine learning leads their business strategy.

62%
are using AI/ML to predict business performance

61%
are using AI/ML for data analysis

56%
are using it as a driver of innovation

52%
are using it both to improve speed and efficiency and to reduce risk in the future

Microsoft's data solution

A Single Source of Truth

With a unified, governed foundation for centralizing and curating data and analytics workloads from on-prem to clouds, retail organizations can future-proof their data estate and accelerate the value derived from their data.

Real-Time Insights

Achieve timely insights at enterprise scale, meeting your business intelligence, data warehouse, advanced analytics, data governance, and machine learning objectives with highly secure and cost-effective services.

Personalized Customer Experience

Leverage AI and ML for superior consumer experiences, transforming customer journeys, providing personalized offerings, and building meaningful relationships.
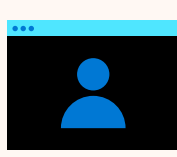
Resilient Retail

Achieve resilient retail by leveraging managed databases, analytics services, and AI offerings, streamlining data integration and management to allow more focus on creating value.
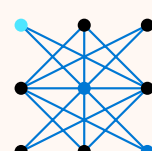
8 ways that AI can be used to improve the customer experience[2]
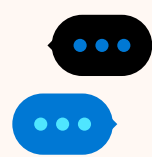
Reply to customers faster, with localized, on-brand messaging

Reach customers in new, native ways online

Create a ChatGPT like experience tailored to your own enterprise data

Revolutionize your site's search engine, with rich semantic search experiences

Make faster, more informed decisions on where to invest in e-commerce improvements with accessible analytics

Experiment with automating content generation at scale, speeding up the writing and image generation processes
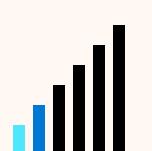
Democratize data for non-technical employees to make real-time and predictive optimizations

Drive better engagement with product detail page content creation

Next steps

We'd love to engage with you to find out what your vision is for your organization going forward. As a Microsoft parner, we have the expertise and resources to advise and assist you in driving transformation in your retail organization. We can help you take advantage of Microsoft data and analytics solutions so you can transform business operations and provide exceptional shopping experiences for consumers.

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[1] Chain Store Age, Colman Parkes Research 2023
[2] What's my generative AI strategy?, Microsoft industry blog 2023