



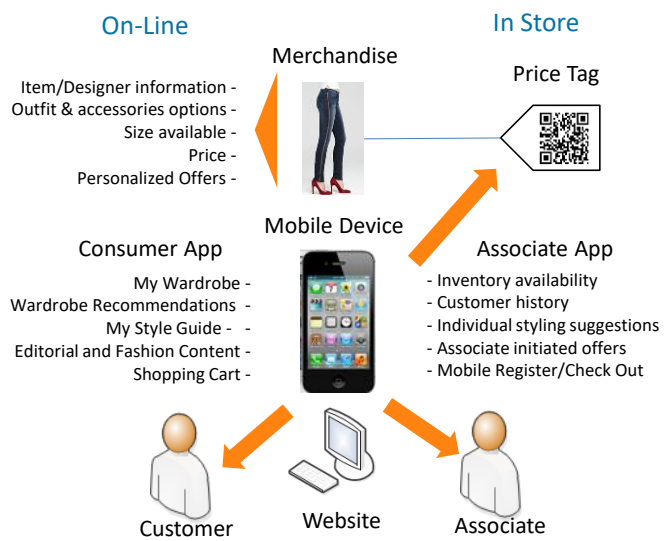
## The Autonomous Data Platform

### A Data Driven Retail Customer Experience

## The best Retail customer experiences are Data Driven

Personal, in context, available anywhere and any time

- High value, repeat customers demand personalized buying recommendations based on buying history
- In store offers need to be real time and personalized
- Floor staff knows customer preferences, inventory availability, and can make relevant recommendations
- All activity should be directed towards loyalty and convenience



## Companies need a faster way to do Data Driven Retail

Superior customer experiences are a big data problem and getting it right will:

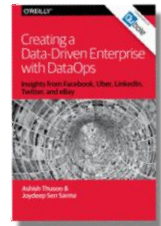
- Accelerate understanding customers
- Increase marketing efficiency
- Speed conversions, sales growth, profitability, and customer loyalty
- Make retailers more competitive in a shorter period of time

"...companies in the top third of their industry in the use of data-driven decision making were, on average, 5% more productive and 6% more profitable than their competitors."

**A Successful Big Data Strategy for Retail** requires new, faster approach learned from successful Data Driven organizations like:

facebook LinkedIn ebay

- Data Driven culture
- Consolidating and controlling data in one place
- Organizing operations and technology platform for self-service



Qubole

## Big Data done the old way is (really, really) hard

70% of big data projects will fail by 2018 (Gartner)

Building a big data platform to manage Retail initiatives takes too long:

- 6-18 month implementation time
- Requires tough to find data management skill-sets
- Employing DataOps can increase agility and time-to-value for critical Retail business objectives
- Make retailers more competitive in a shorter period of time



Stuck with their on-premises technology Fanatics re-tooled to quickly drive business impact:

- Provided more real-time for offers and content to customers
- Quicker turn around on improving offers
- Maximized profitability with machine learning and data aggregation to optimize pricing
- Increased agility to keep up with inventory demand by customers
- Developed real-time fraud detection capability

Qubole

## About Qubole – The Journey from Facebook

Scaling out Facebook’s data platform enabled real business growth:

- ~ 1.8 billion active users
- Increased user engagement
  - ~ 5 billion content items to be shared
  - 350 Million photos uploaded daily
  - 10 Billion messages daily
- \$19.81 average revenue per user in the U.S. and Canada in 2016 – mostly advertising

Founded by the pioneers of “big data” @ Facebook and the creators of Apache Hive

The largest cloud-agnostic Big Data as a Service company

We make companies more data driven and help transform their businesses with less risk



## Break Through Idea

Qubole combined the components of a successful big data platform from Facebook with the elasticity of the public cloud



Increase pace of innovation to understand and monetize customer behavior...



## Why Build for the Cloud?

### On Premise

- Building business value is too tied to Infrastructure and changes takes days/weeks/months
- Managing infrastructure takes resources away from building applications and acting on business initiatives
- Making changes is risky to on-going operations



### Business Agility

### Public Cloud

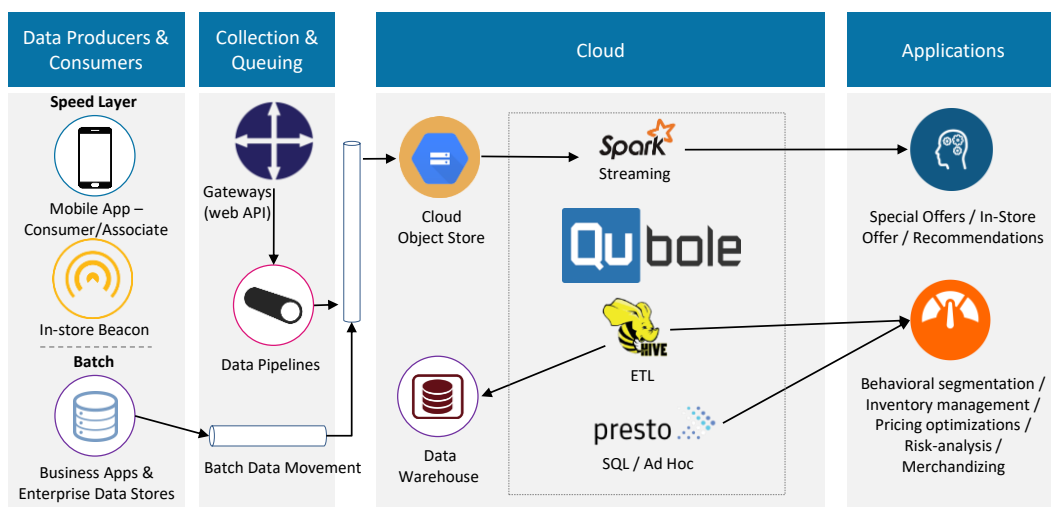
- Build important analytics based capabilities in days/weeks – recommendations, offers, inventory, risk management
- Iterating and improving is a constant activity
- Adding new ideas and experiments can happen dynamically
- Moving quickly is not as risky

“By 2020, firms that are not fully leveraging the public cloud for Big Data analytics will be hard pressed to keep the pace set by digital leaders that innovate with emerging technology faster”

Forrester Analyst Brian Hopkins – 6/2017



## What it looks like for Retail – Lambda Architecture



## What is Next that Retail can leverage from Qubole



Build an autonomous data platform that self-manages, self-optimizes and learns

- Increase the productivity and speed for organizations to analyze data
- Helps companies make better and faster decisions
- Increase focus on developing capabilities that directly service customers



Solves key challenges that are blocking big data success



### Let's Chat...

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