

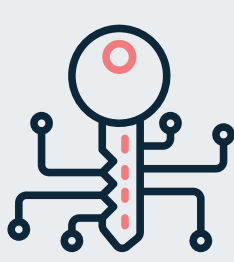
Value-driven Data for Effective Retail Strategy



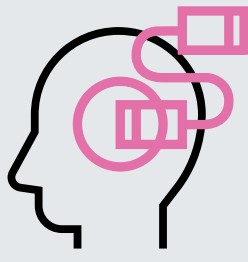
Companies Across Domains are Adopting Big Data to Strategize and Deliver Better Results.

Big data and predictive analytics have become an integral part of the Retail industry. Companies have now begun making informed decisions backed by data.

Retail Companies are Constantly on the Lookout for:



Automated and Functional Supply Chain Management



Consumer Behavior Prediction



Effective Marketing Campaigns to Boost Sales

Why Big Data?

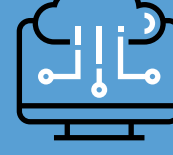
Most companies only analyze **12%** of the data they have.



IoT will save consumers and businesses **\$1 trillion** a year by 2022.



79% companies that do not embrace big data will lose their competitive position, predict experts.



Leverage Data to Unlock Supply Chain Complexities

Understand customer behavior patterns and track transactions to

Offer Targeted Advertisements



Build data-driven promotional strategies for

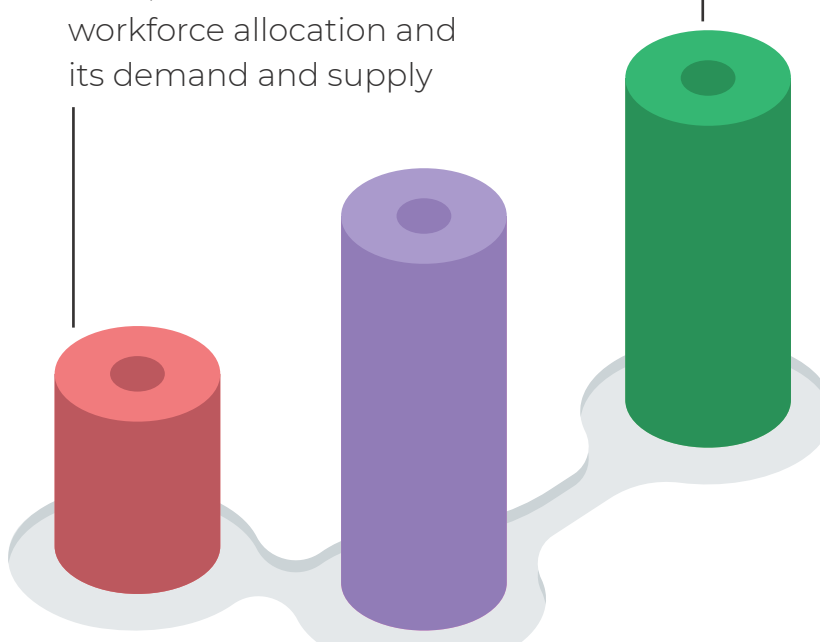
The Right Customer, at the Right Time



Informed Business Decisions with DecisionMines™

Attrition Prediction:
Minimize talent acquisition costs; understand workforce allocation and its demand and supply

Customer Analytics:
Study customer behavior to create an effective marketing strategy



Demand Forecasting:
Predict demand for inventory with optimal data usage