# WHY YOUR RETAIL BUSINESS NEEDS A DATA WAREHOUSE

Retail analytics help retailers extract key consumer insights and make timely and informed decisions.



## Advanced analytics allow retailers to earn 68% more than competition

## Data Challenges Retailers Face

Retailers often struggle with bridging the gap between in-store and online data, which makes it difficult for them to offer a seamless and consistent omni channel experience to customers.

Retail data is generated at an exponential rate from several consumer touchpoints such as POS transactions, app interactions, online sales. Traditional databases are not flexible and scalable enough to incorporate data from all sources.

Often retailers ignore complex and unstructured data sources such as social media interactions or call center data. Unearthing insights from these data sources is time-consuming, which leaves little to no room for strategic decision-making.

Decision makers have to rely on the technical team and data scientists to extract insights and wait for days or even weeks before they can see the reports to make decisions. This creates an information lag and decreases a retailer's agility to react to changing business conditions.

## The Solution: A Retail Data Warehouse

### CREATE A SINGLE SOURCE OF TRUTH

There are multiple touchpoints for customers such as social media comments, likes, POS systems, emails, mobile websites, and apps. A data warehouse can help a business gather data from disparate resources and pull it all together in one central location, which makes it easier to access and analyze.

### UNDERSTAND CUSTOMERS BETTER

**Businesses that deliver better customer experience, outperform the market by**

**4-8%**

A data warehouse can store huge amounts of historical data that can be quickly curated and organized into information, which helps a company get a holistic picture of its customers. A retailer can create customers personas and predict behavior. It can also use this data to calculate various metrics such as lifetime value, acquisition and retention costs to understand who valuable customers are.

### INCREASE AVERAGE TRANSACTION VALUE

**The cost of acquiring new customers has gone up**

**50%**

Analyzing historical data can help a retailer analyze a certain combination of products that are purchased together and then recommend the right products to customers and pair products with high affinity in promotions. This gives a retailer an opportunity to increase revenue from existing customers.

### MAINTAIN OPTIMUM INVENTORY

**31%**

**of customers switch stores or buy no product in case a retailer is out of stock**

A data warehouse can help a retailer combine data from warehouses, procurement systems, and point of sales to figure out optimum inventory and thus avoid stock outs or excess stocks. Retailers can consequently lower storage costs and avoid disappointing customers.

### IMPLEMENT DYNAMIC PRICING

With dynamic pricing retailers can maximize margins, boost stagnant sales and keep up with competition. A data warehouse allows retailers to aggregate external data about competitors, supplier data and consumer transaction data to build various elasticity models that can determine optimum pricing according to channels, seasons and product lifecycle.

### MANAGE TIMELY DELIVERY

A hyper competitive online retail industry demand accurate deliveries at a supersonic speed. Timely deliveries can help retailers maintain a healthy sales margin and improve customer loyalty. An efficient delivery management system demands accurate and cleansed data, which a data warehouse can help achieve efficiently.

Astera DW Builder is an agile, metadata-driven solution, that helps simplify and accelerate all data warehousing and analytics processes, from design and development to to data publishing.

ASTERA DWBuilder

**Leverage for Astera DW Builder's features or faster time to insights**

No-code integrated development environment that provides an intuitive drag-and-drop interface to simplify all development tasks.

Connectivity to on-prem and cloud databases, like SQL Server, PostgreSQL, Oracle, Azure, Snowflake, redshift and more.

Automated ETL/ELT code generation capabilities for creating load pipelines.

600+ transformations that ensure data readiness for data warehouse.

High-performance parallel processing engine to handle high-volume data loads

OData module that makes data warehouse available to popular BI tools such as Tableau, Qlik, Power BI, and more.

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