



## **INNOVATE WITH RETAIL ANALYTICS**

Establish a unified view of business truth

Today's retail consumers seek a unified and seamless experience, and for this, establishing an omnichannel customer engagement strategy is the need of the hour for retailers. However customer loyalty and customer management capabilities are too often siloed in the enterprise with little, if any, visibility across all retail channels. To sustain customer loyalty, customer care needs to be optimized for the individual in the individual's specific context.

Tavant's suite of analytics solutions helps retail firms achieve the cost advantage, promote, and market to the right audience, deliver improved customer engagement, and maintain profitability.

## OUR SOLUTIONS



### Pricing Analytics

Resolve complex pricing challenges with localized and real-time insights



### Promotion Analytics

Optimize spend by understanding promotional data better



### Omnichannel Analytics

Drive demand across stores and eCommerce channels with the right customer offerings



### Customer Analytics

Act real-time on the ever-changing customer data to drive engagement and improve wallet share



### Marketing Analytics

Analyze and optimize return on marketing spends across campaigns



### Operations Analytics

Sustain profitability with insights from demand and supply chain analytics

**CUSTOMER INSIGHTS • MARKETING AND CRM • OPERATIONS  
• INVENTORY • DELIVERY**

## TAVANT HAS HELPED LEADING RETAIL BRANDS SUCCEED WITH ANALYTICS

- Built a near real-time price optimization platform for an American multinational retail corporation.
- Created a single source of data to resolve operational reporting challenges for a large North American gourmet food retailer.
- Menu management with data science and machine learning for America's top online and mobile food ordering and delivery marketplace.

## BENEFITS

- 360 view of your customer
- Deep Analytics Insights
- Targeted customer engagement



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+1-866-9-TAVANT | [tavant.com/retail](https://www.tavant.com/retail)