databricks

# Leverage Lakehouse to Accelerate your Data Journey

## The future of resilient retail & consumer goods

**Stephen Leung**
Partner Lead, Greater China - Databricks

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# Databricks

## The Data + AI Company

Inventor and pioneer of the
**data lakehouse**

Gartner recognized leader in both

- Database Management Systems
- Data Science and Machine Learning Platforms

Creator of highly successful OSS data projects: Delta Lake, Apache Spark, and MLflow

4000+ employees across the globe

## Global adoption

Over 1000 retail & consumer goods customers

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# Databricks on AWS: Customer Obsessed Together

- AWS invested in Databricks series G & H funding rounds
- Strategic Partnership and Exec alignment

**Strong Partnership**

**Lakehouse Wins**

- Superior Price/Performance
- Increase Data Gravity in S3
- Simple, Open & Collaborative

- Fully managed SaaS platform
- Most performant and reliable Spark runtime
- Integrates with key AWS services and capabilities

**Accelerate Time to Value**

**Joint Sales Plays**

- Industry Vertical solutions
- Hadoop/EDW Data Migrations
- Productionalize AI & ML
- Modernize Data Lakes and Data Warehouses with Lakehouse

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# Data, analytics, and AI enabled tech's leaders to disrupt industries

# Supporting enterprises in every industry

## Healthcare & Life Sciences

gsk · Johnson & Johnson · Bayer · Merck · NHS · Amgen · Novartis · Sanofi · Regeneron · Biogen · Pfizer · Kaiser Permanente · AstraZeneca

## Retail & CPG

Walmart · Nike · 7-Eleven · Starbucks · Walgreens · CVS Health · H&M · Burberry · Coca-Cola · Best Buy · Equinox · McDonald's

## Media & Entertainment

Condé Nast · Disney · Comcast · Publicis Groupe · Sony · NBCUniversal · Showtime · AT&T · ViacomCBS

## Financial Services

HSBC · Santander · Goldman Sachs · Nationwide · AXA · GEICO · Nasdaq · S&P Global · Credit Suisse · Allianz

## Public Sector

United States Postal Service · FDA · Navy · U.S. Citizenship and Immigration Services · U.S. Dept of Defense · U.S. Army · U.S. Department of Energy · NIH National Institutes of Health · JPL Jet Propulsion Laboratory

## Manufacturing & Logistics

Cummins · Rolls-Royce · Daimler · FedEx · GE · Schneider Electric · BMW Group · Airbus · thyssenkrupp

## Energy & Utilities

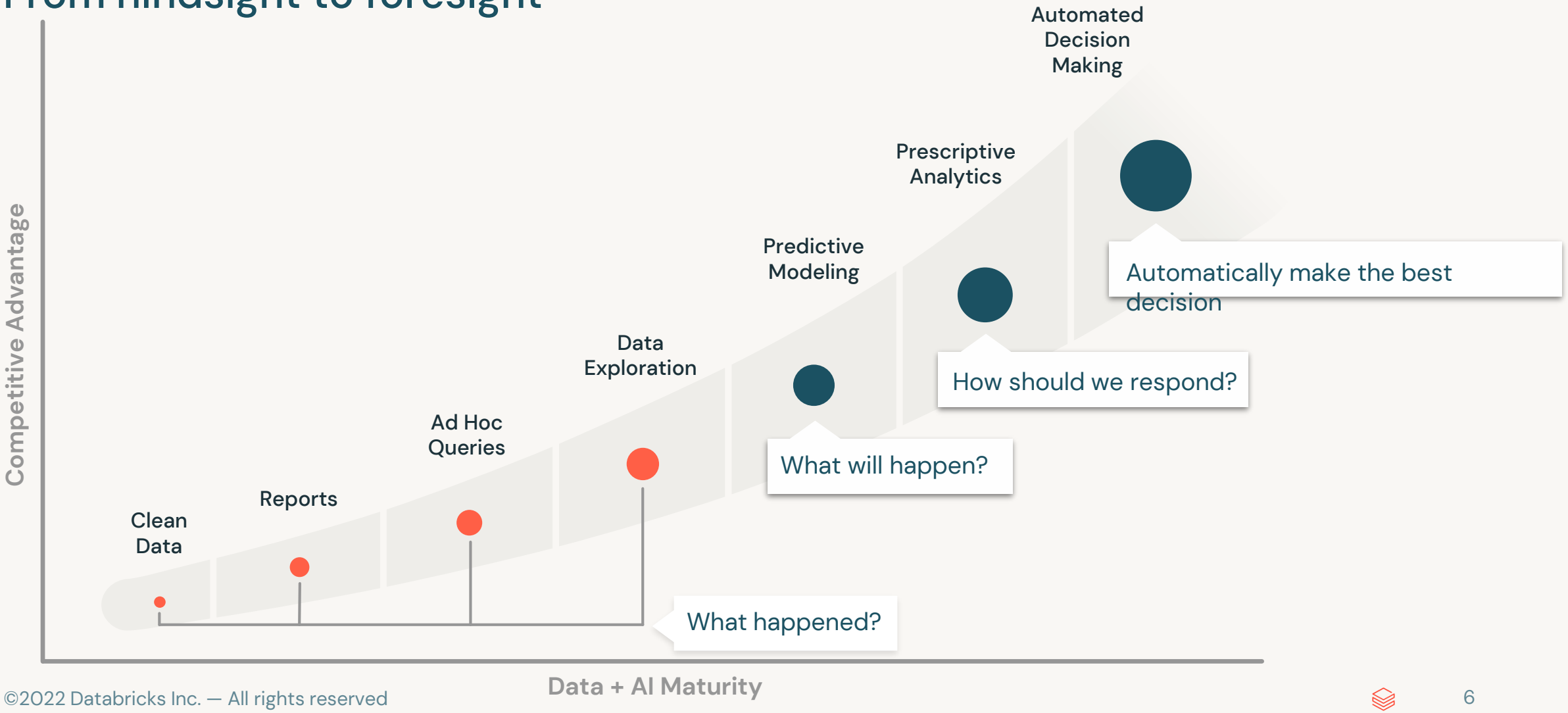
Shell · Total · Chevron · ExxonMobil · bp · eni · equinor · Schlumberger · Halliburton · Phillips 66

## Digital Native

Robinhood · DoorDash · Instacart · Rivian · Udemy · Grab · Stripe · samsara · Square

# Tech leaders are to the right of the Data Maturity Curve

## From hindsight to foresight

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# Challenges driving transformation

## The pandemic and global events have reshaped retail and consumer goods

### Financial pressures

Inflation, supply chain constraints, labor availability and other factors are creating pressures on the bottom line. Retailers need to manage their business more accurately, and operate more efficiently from the front line to IT.

### Increasing competition for the customer

Consumers have many options and the friction of changing retailers is often just a click. In a world where customer loyalty is fickle, companies are winning by differentiating themselves on customer experience.

### Massive data growth

Companies today have more data signals than ever before, but this data is coming in ways that legacy systems aren't designed for. Unstructured data and real-time data have the potential to power major advances in companies.

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# The future of Retail & Consumer Goods is data led

## Building a resilient retail & consumer goods business begins at the Lakehouse.

### Develop a agile and predictive supply chain

Use **real-time data** with **fine-grained predictions** to greatly improve the accuracy of your supply chain decisions.

The Lakehouse for Retail enables you to **eliminate the trade-off** between analytics accuracy or depth of analysis and time.

### Create more meaningful customer engagements

Create a 360 degree view of your customer using all signals to build stronger customer relationships and greater sales.

Databricks offers **unmatched power** in creating hyper accurate customer insights to power personalized customer experiences.

### Make your people and data more productive

Whether your employees are **creating data assets** or **making decisions**, ensuring they have the right data at the right time is critical to success.

Databricks **streamlines data development** and management to make IT more productive, and enables them to focus on **delivering better insights** to the front-line.

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# But most retailers still struggle with data, analytics, and AI

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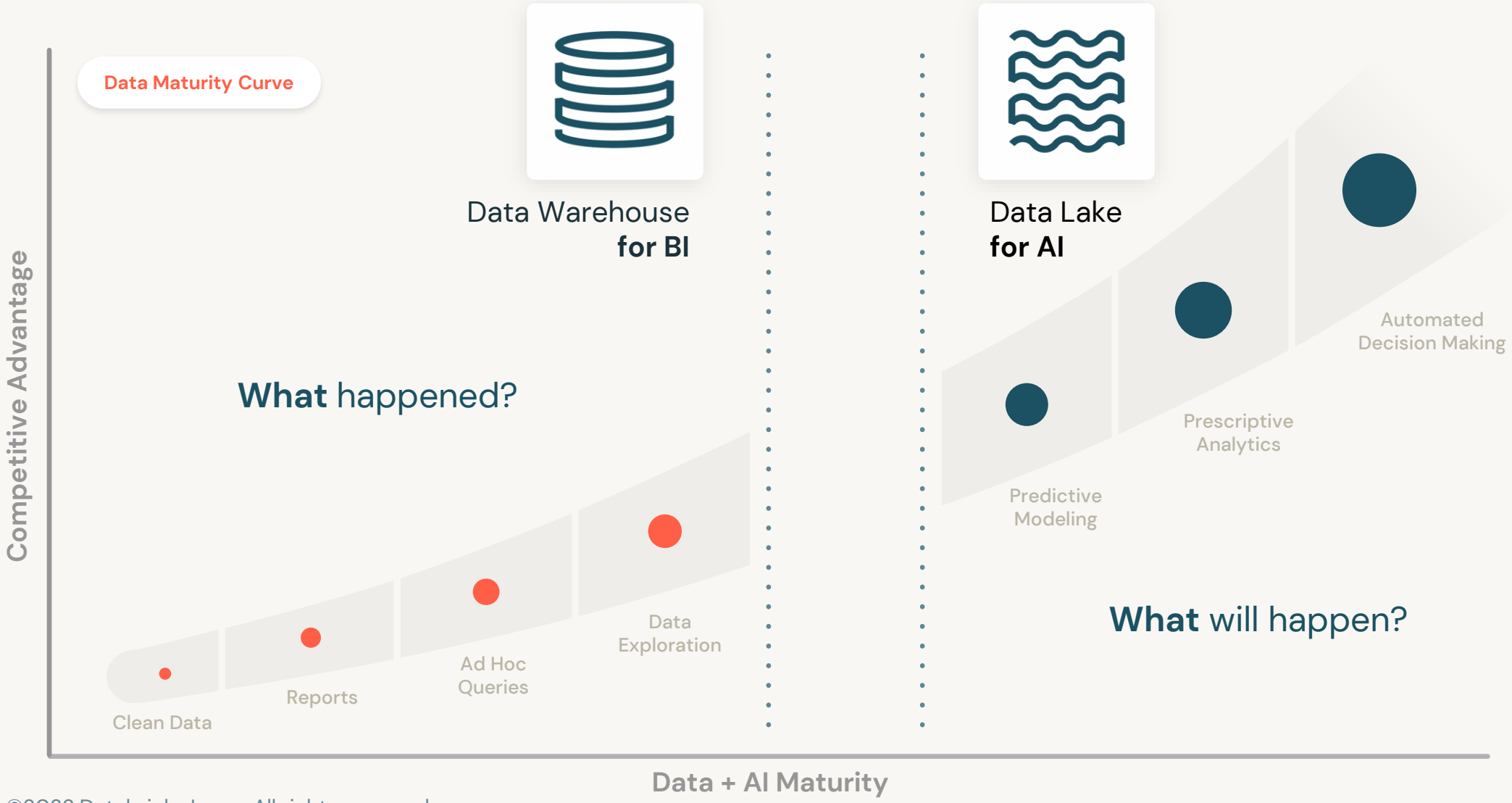
# Realizing this requires two disparate, incompatible data platforms

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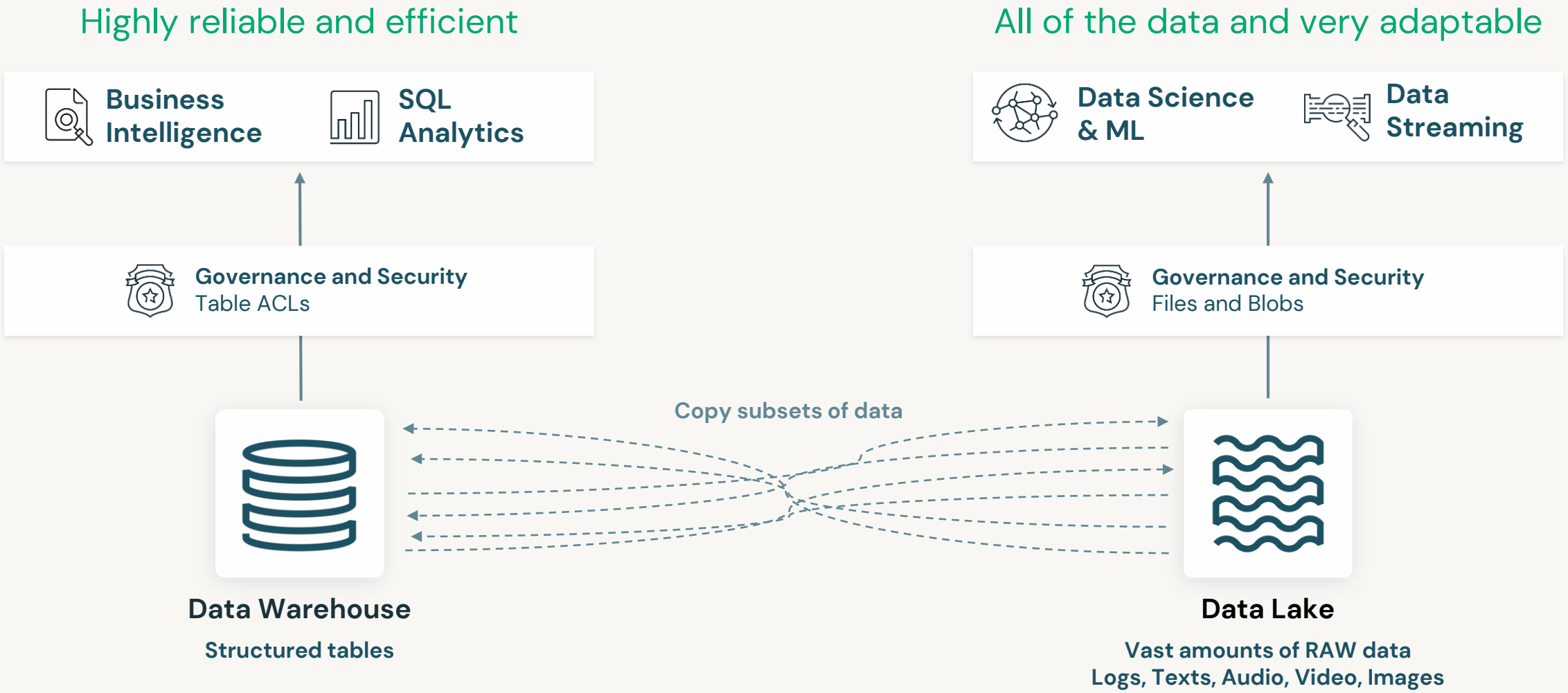

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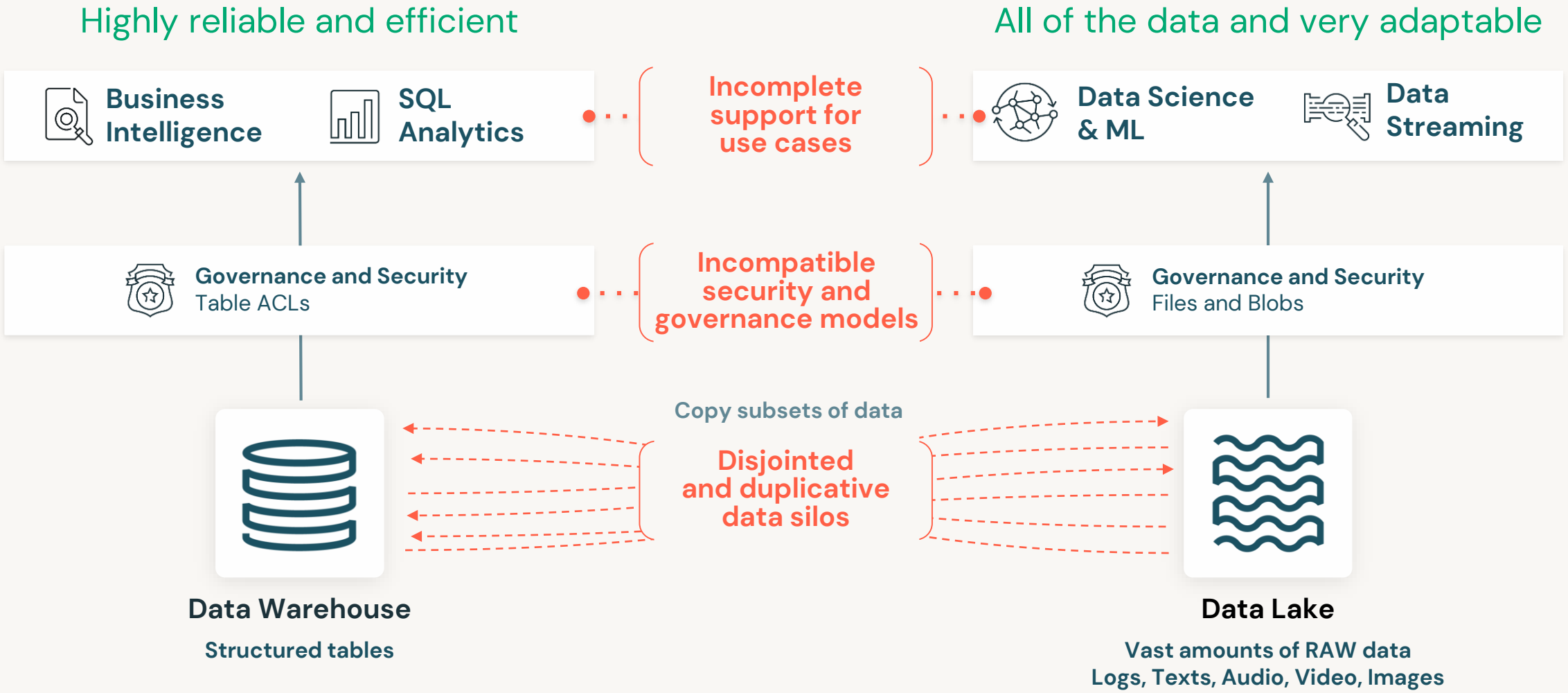
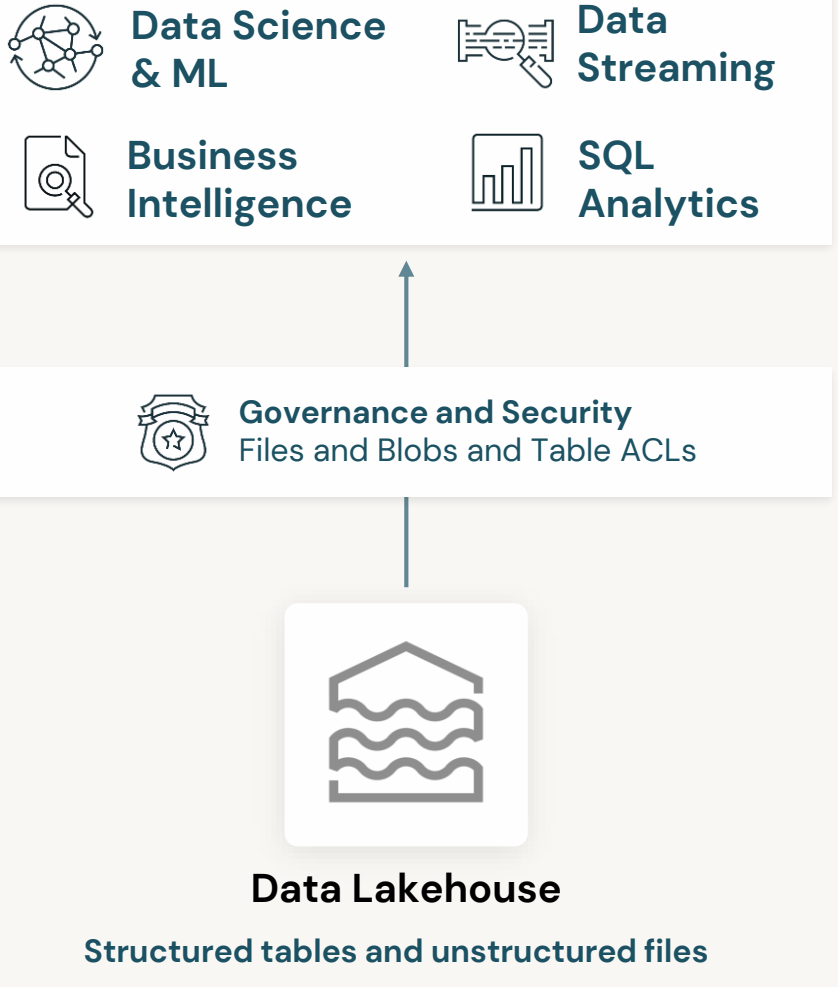


# This is the lakehouse paradigm

All ML, SQL, BI,
and Streaming use cases

One **security** and **governance**
approach for all data assets
on all clouds

A **reliable**
data platform
to **efficiently** handle all data types




**Technologies**

Data Applications

Unity Catalog
Fine-grained governance
for data and AI

Delta Lake
Data reliability and performance

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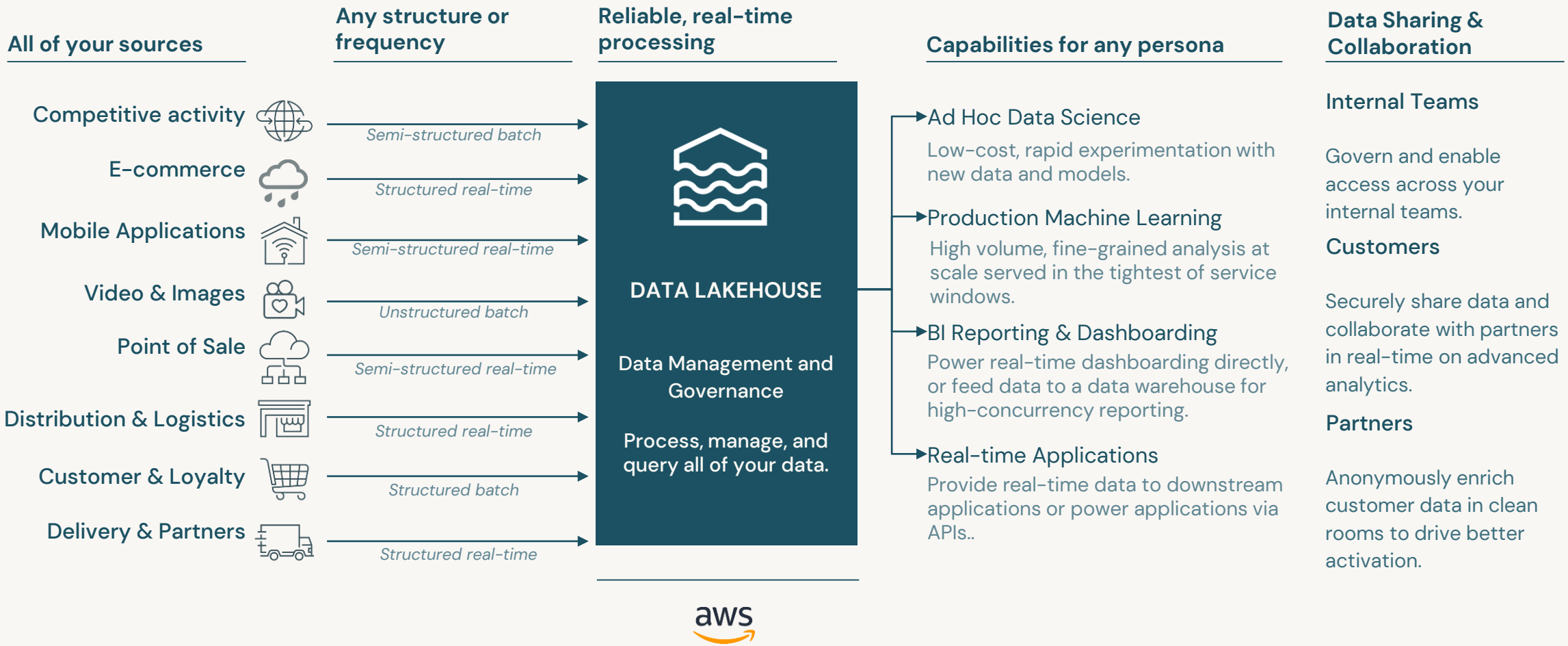
# Lakehouse for Retail

## Deliver better operations and enable the next generation Retail business with Databricks

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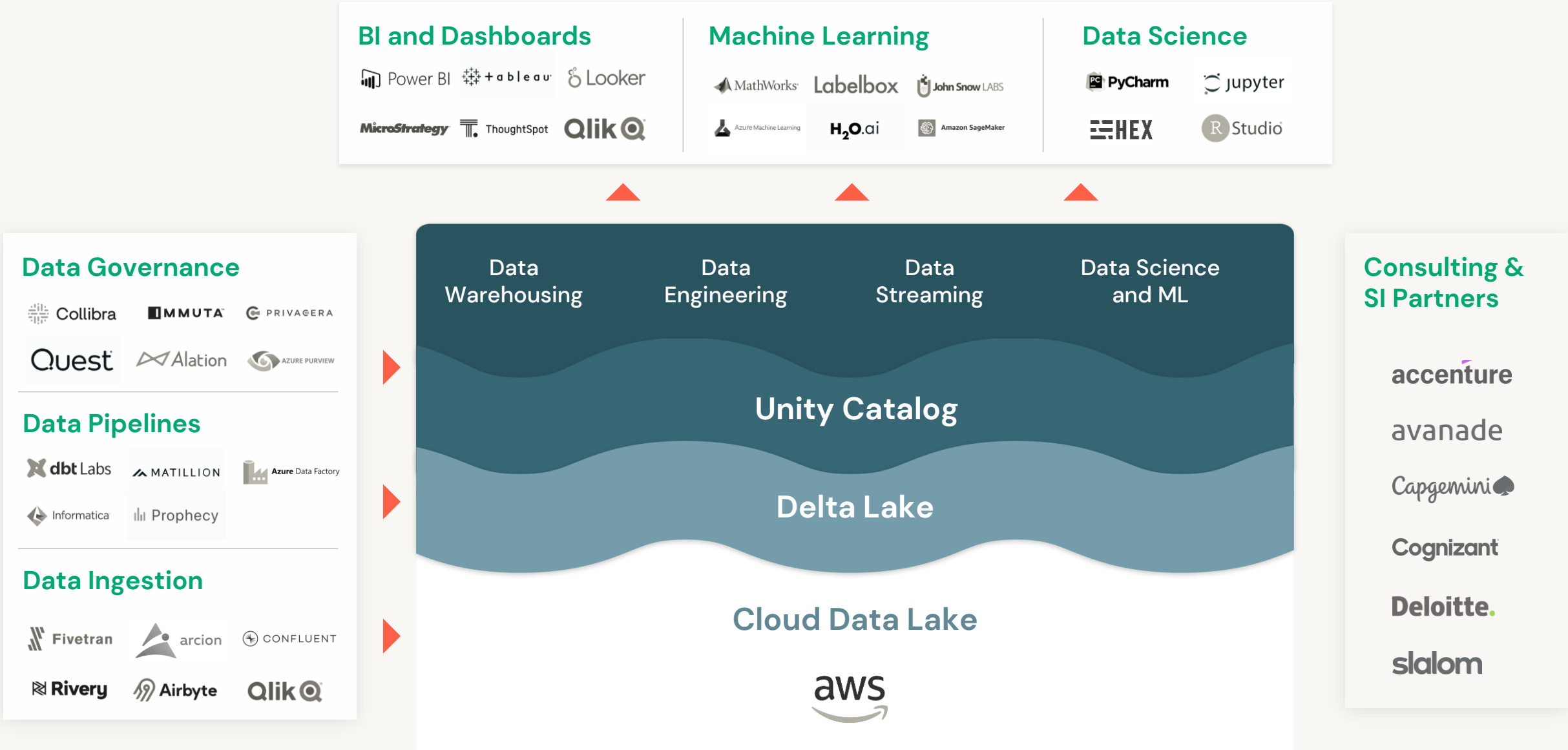
# Databricks thrives within your modern data stack



# 15+ Use Cases for Retail & Consumer Goods with pre-built Solution Accelerators

## Customer & Employee Experience

Computer Vision Foundations

Customer Entity Resolution

Retention Management

Propensity Scoring

Recommendation Engines

Customer Segmentation

Customer Lifetime Value

Survival Analysis

Subscriber Churn Prediction

## Supply Chain & Store Operations

Fine-grained demand forecasting

Safety Stock Analysis

On-Shelf Availability

Order Picking Optimization

Scalable Route Generation

Sales Forecasting & Ad Attribution

Multi-Touch Attribution

Real-Time Point-of-Sale Analytics

Fuzzy Item Matching



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# Supporting retail enterprises in every segment

## Apparel

INDITEX
POSHMARK
Levi's
Foot Locker
wehkamp
adidas
BURBERRY LONDON
GAP
Columbia
RUE GILT GROUPE

## Consumer Goods

P&G
reckitt
LEGO
Kimberly-Clark PROFESSIONAL
HERSHEY THE HERSHEY COMPANY
ESTĒE LAUDER COMPANIES
Unilever
Henkel
DANONE ONE PLANET. ONE HEALTH
MOLSON COORS beverage company
L'ORÉAL
ABInBev
Altria
Talking Rain
Nestlé
MARS

## Grocery

meijer
H-E-B
JUMBO
Sobeys inc.
SCHWARZ
LIDL
Kaufland
co op
Kroger
les Mousquetaires
Publix
M&S EST. 1884
Ahold Delhaize
GROCERYOUTLET bargain market
Albertsons

## Mass & Specialty

sam's club
PETSMART
viavarejo
WILLIAMS SONOMA CALIFORNIA
LOJAS AMERICANAS
COSTCO WHOLESALE
five BELOW

## Food & Beverage

INSPIRE Brands
gousto
DODO PIZZA
BUTCHER BOX
rbi restaurant brands international
RAI Reynolds American
Hello FRESH
Chick-fil-A
BURGER KING

## Delivery & Ordering

Grab
SLICE
DOORDASH
ifood
instacart
Shipt
SHOPRUNNER
SWIGGY

## Services

Brightloom
LoyaltyOne
bond.
nielsen
CATALINA Personalized Digital Media
punchh
VALIUZ
rubikloud

## Convenience/Drug

Walgreens
CVS pharmacy
Casey's
bp
Wawa
Couche-Tard
SHEETZ
7 ELEVEN

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# Jason Tse

Data Scientist

Casetify

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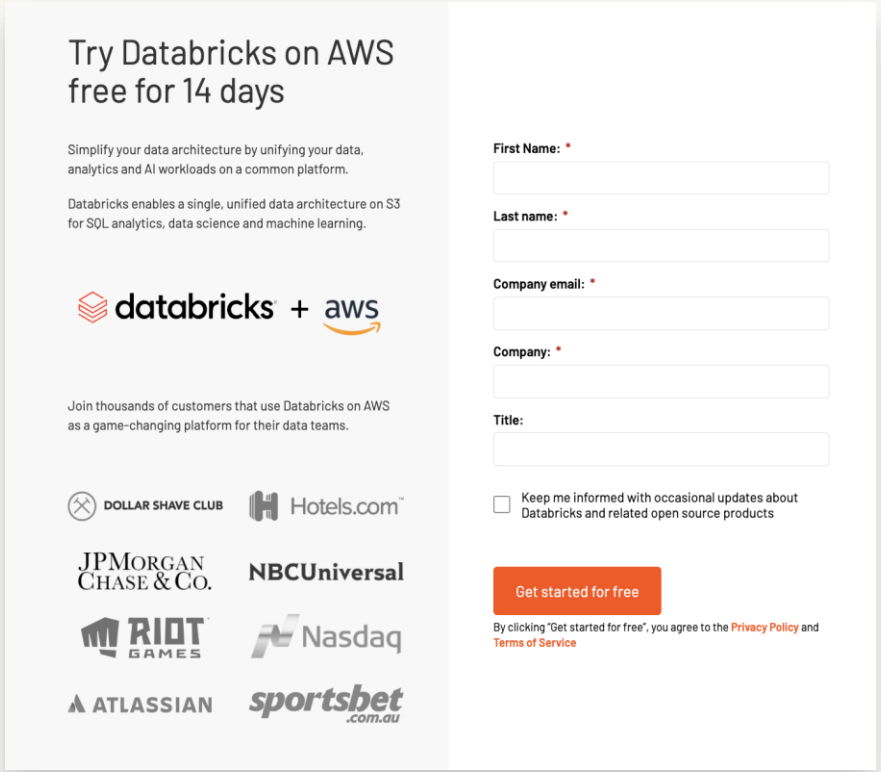
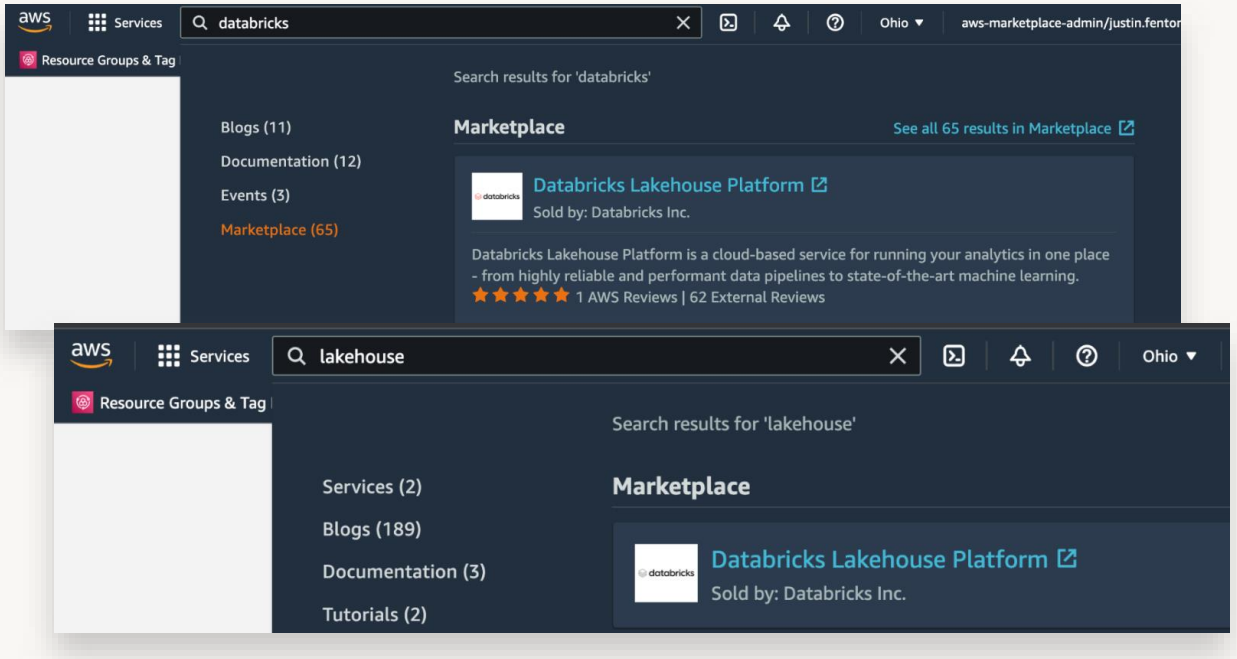



Discover **Databricks in the AWS console** by searching Databricks and/or Lakehouse

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# Thank you

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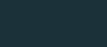
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