Customer Data Platform for Retail

2 hour workshop

Discover how BitBang helped a **Fashion and Luxury Retailer** make omnichannel **data-driven decisions** through the **integration of data** from various channels within a **Unified Customer Data Platform**.

See first-hand the significance of building a Unified Customer Data Platform with our live-case study:

Learn how to radically improve your Customer User Experience with our innovative data-driven approach. We'll share present use-cases and hands-on practical advice to kick-start your journey to building a reliable Customer Data Platform.

How a Fashion and Luxury Retail Store transformed their business to a trusted data-driven culture.

Our team of experts will explain how we are able to **create, personalise and simplify** your Customer Data Platform on Azure, preparing the Adobe Analytics Data Feed for the integration of data from various channels and analysis, leveraging the new **Open Data Initiative**

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Get Instant Recommendations and Insights

We will also cover a number of solutions developed by our data experts, that enable you to feed your retail assistant mobile app with instant recommendations and personalisation insights.

Preparing your data for advanced analytics and machine learning algorithms

The automation of the importation and transformation of clickstream and online behaviour data **from Adobe Analytics to Microsoft Azure**

How data within the Adobe Analytics Data Feed can be processed to **combine with CRM or ERP** data **within the Microsoft Azure data lake** through the 'Customer Identity Resolution' solution

The integration of all customer data sources, both offline and online, in order to create a 360 view of the customer experience in real-time within the Customer Data Platform

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