Unified Customer Intelligence Hub

Transforming Retail with a 360-Degree Customer View

DataArt

In today's competitive retail landscape, the difference between good and great retailers isn't just about products — it's about creating meaningful customer connections through deep understanding and delivering personalized value at every touchpoint.

Challenges

Fragmented Data Systems

Multiple isolated platforms (CRM, POS, Marketing, Web) create disconnected customer views

Disjointed Customer Interactions

Each touchpoint functions as a separate conversation rather than part of a cohesive journey.

Surface-Level Understanding

Focus on basic customer data instead of recognizing meaningful behaviour patterns and insights.

Our Solution

Individual

Customer Context

Demographics, Household, Privacy Preferences, Channel Preferences, Location & Market, Identity Verification

Behavioral Patterns

Shopping Patterns, Channel Interaction, Promo Response, Product Affinity, Browse History, Search Patterns

Context

Behaviour

Known ← → Derived

Unified Customer Intelligence Hub

Engagement

Value

Engagement & Transactions

Purchase History, Service Interactions, Real-Time Activity, Campaign Activity, Cross-Channel Journeys

Value & Relationship

CLTV, Loyalty, Wallet Share, Category Preference, Relationship Duration

Relationship
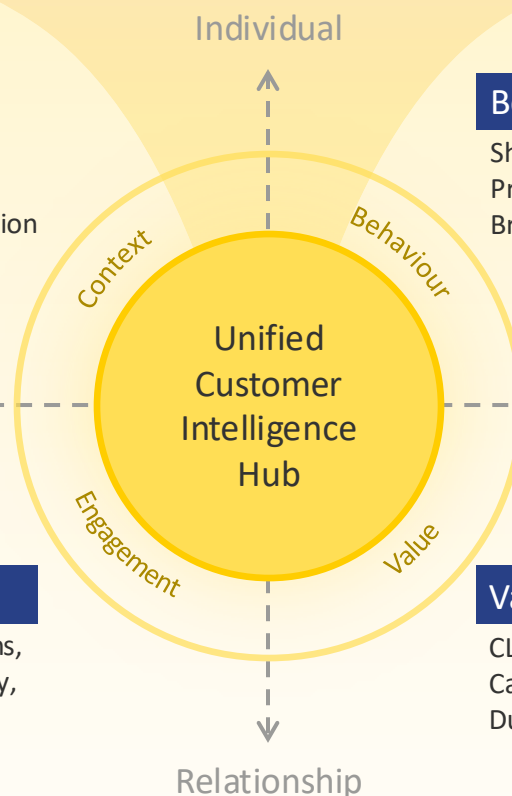
Value Activation

◆ Orchestrated customer journeys

▼ Context-aware customer interactions

■ Blended digital and physical retail experiences

◆ Proactive anticipation of customer needs

▼ Aligned inventory management

■ Customer insight-driven strategic planning

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At DataArt, we deliver superior results through our specialized Labs, extensive library of industry-specific accelerators & frameworks that transform complex customer data challenges into scalable business value for our clients.

Our Engagement Models: What We Can Help You With

Data Strategy

Align business goals with critical data sources to prioritize high-impact use cases and build platform capabilities that transform customer data into actionable intelligence. Establish MVP roadmap focused on incremental value realization. By creating a dynamic 360 Customer profile, organizations can enhance operational efficiency, drive smarter decision-making, and maximize ROI.

System Integrations and Advanced AI

Unlock value by integrating the unified customer profile into your CRM, marketing tools, and operational systems. Build advanced Predictive and Agentic AI solutions to drive personalized campaigns, dynamic content, and data-driven decisions across sales, marketing, and customer service teams.

Technology and Operational Enablement

Our services prepare your business for growth by ensuring a complete, real-time view of your customers:

Data Collection & Integration	Data Cleansing & Quality Management	Building the Unified Customer Profile	Security, Privacy & Compliance
Design and implement robust data pipelines to seamlessly integrate data from all customer touchpoints — online, offline, and third-party sources.	Ensure data accuracy, consistency, and reliability through automated cleansing, validation, and enrichment processes.	Establish curated, highly performant and AI ready rich and actionable dataset of comprehensive 360-degree view of your customers.	Ensure compliance with global privacy regulations (GDPR, CCPA). Apply encryption, access controls, and anonymization techniques to safeguard sensitive information.

Core Solution Features

- Dynamic Profile Unification
- Complete Interaction History
- Identity Resolution
- Privacy & Consent Management
- Cross-Channel Journey Tracking
- Data Quality Management

Google Cloud · aws · Azure · databricks · snowflake · salesforce · Adobe

How the Unified Customer Intelligence Hub Drives Business Value

Accelerate Revenue Growth

5–8%

increase in conversion rates

The Unified Customer Data Hub enables revenue acceleration through advanced customer understanding and personalized engagement:

- Targeted Cross-Selling
- Personalized Recommendations
- Lifecycle Marketing

Optimize Marketing Investment

2–10%

improvement in marketing ROI

Transform your marketing approach from mass messaging to precision targeting:

- Audience Precision
- Channel Optimization
- Attribution Accuracy

Enhance Customer Loyalty & Retention

5–15%

reduction in customer churn

Build deeper customer relationships through proactive, personalized engagement:

- Churn Prediction
- Personalized Loyalty Programs
- Service Excellence

Drive Operational Efficiency

5–15%

reduction in operational costs

Transform operations through data-driven decision making:

- Inventory Optimization
- Proactive Anticipation of Customer Needs
- Demand Forecasting

DataArt in Numbers

1997
Founded in NYC

14+
Years in Retail

500+
Retail Consultants & Engineers

700+
Successfully Completed Retail Projects

Companies that Trust Us

Rappi   3M   METRO MARKETS   ocado TECHNOLOGY   INTERSPORT

Contact Us:
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