

# Retail

Global Retailer Leverages  
Real-Time Omni-Channel Customer  
Insights With Modern's DataOS®



## The Customer

Our customer is a global American clothing and accessories retailer headquartered in San Francisco, California. They are on a mission to democratize fashion and make shopping fun again. They intend to leverage data to create emotional connections with customers through inspiring product designs and unique store experiences.

## The Challenge

Our customer's IT teams were stretched too thin with multiple enterprise wide initiatives and their marketing teams had difficulty connecting to data in real-time. Furthermore, their data science teams could only productionalize three models over two years due to a lack of visibility and availability of high quality data.

With no real-time data processing infrastructure and no ability to experiment, teams were left to work off of week old data to power personalization and marketing campaigns. This resulted in inaccurate business insights that could not properly address issues like increasing cart abandonment rates and decreasing customer lifetime value.

## Key Results

- 1B+ events processed per day during peak season
- Unlimited data access for data teams without engineering effort
- Hours to deploy ML models from weeks

### Industry

Retail

### Headquarters

San Francisco, CA

### Objective

Create a self serve data platform to realize insights from data

### Modern Solution

Deployed DataOS in six weeks along with Data Catalog, Data Lineage, and integrated DataOS into Domino Datalabs.



Retail Case Study C25M

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## DataOS Deployment

Our customer's data was catalogued for easy discovery, making data readily available to their marketing teams. Where it used to take 4-6 months before DataOS, the marketing teams were able to run our PoCs in a matter of days. And because we delivered a read-only data store for the marketing teams to use on their own computers, they were able to do all this without needing IT support. DataOS kept the platform and the views in sync on a real-time basis.

## Faster Insights From Data via DataOS

With the deployment of DataOS, our customer's data science teams now have a data catalog with lineage tracking and data profiling functionalities to discover and understand data seamlessly. We integrated DataOS into Domino Datalabs, providing versioned data in a performant fashion. Additionally, we also delivered three different query engines on top to ensure data science team members can use the tools of their choice instead of having to adopt a new tool.

## How The Customer Used DataOS

Using DataOS, we helped our customer's marketing teams create a true omnichannel view of their customer that is updated in real-time by leveraging DataOS's streaming pipelines to ingest multiple sources of customer data simultaneously. It helped them build a low latency C360 data store to drive 50ms latencies to retrieve user information and power a third-party recommendation engine. Based on user profiles, our customer can now suggest personalized products to the right user.

### The Benefits

- \$247M in revenue impact by reducing customer churn driven by store closures
- 3.5% reduction in online customer churn driven by real-time data delivered by TMDC
- Reduced cost for operationalizing ML data models by ~98%