Industry Solutions – Retail
Customer Lifetime Value

THE PROBLEM

A way to analyze customer behavior, transactional data, and customer interactions to estimate the lifetime value of each customer, enabling organizations to focus on high-value customers, develop personalized retention strategies, and optimize customer acquisition efforts.

Built using Zetaris & Dataiku

THE CHALLENGES

GETTING DATA READY FOR ANALYTICS IS BOTH SLOW AND EXPENSIVE

- Data is in a multitude of formats
- Data has variable quality
- Data lives in different environments
- Traditionally takes 6-9 months to implement

THE ZETARIS/DATAIKU CUSTOMER LIFETIME VALUE SOLUTION
IMPLEMENTED IN FOUR WEEKS

- Instant access to all of your siloed data in one pane of glass
- Zetaris Unified Semantic Layer for Retail transforms raw data into a single source of truth for analytics
- Real-Time fine grained security control and data governance
- Re-use your Zetaris prepared data for any use case

THE IMPACT

THE ZETARIS UNIFIED DATA PREPARATION STUDIO MAKES YOUR DATA ANALYTICS READY

60%
reduction in engineering labor costs

6x
increased speed to market of projects

100%
data governance and access control

Zetaris

zetaris.com