

KData Industry Accelerator Sheet

Retail & Consumer Goods



Accelerating Retail & Consumer Goods on Databricks

KData helps Retail and Consumer Goods organizations move from fragmented data initiatives to production-grade, revenue-driving use cases on Databricks.

We implement pre-built, industry-specific accelerators that reduce time to value, improve reliability, and unlock measurable business outcomes across merchandising, supply chain, marketing, and customer experience.

Core Value Proposition

- Move from pilot to production in 90 days or less
- Increase data trust and reliability across pipelines
- Deliver AI use cases tied to revenue and operations
- Align directly with Databricks consumption and scale objectives

Retail & CPG Use Case Accelerators

Customer & Revenue Growth

- Customer Segmentation
- RFM Segmentation
- Customer Lifetime Value (CLV)
- Survival Analysis & Lifetime Value
- Propensity Scoring
- Retention Management
- Subscriber Churn Prediction
- Multi-Touch Attribution
- Sales Forecasting & Ad Attribution

Personalization & Customer Experience (GenAI + LLMs)

- LLMs for Knowledge Base Q&A Agents
- Product Recommendation Engine (including LLM-enhanced)
- Common-Sense Product Recommendations (LLMs)
- Enhancing Product Search with LLMs
- Product Review Summarization (LLMs)
- Chatbots with LLMs
- Brand-Aligned Image Generation (GenAI)

Key Benefits

- **Accelerated Time to Value:** Pre-built accelerators reduce development cycles and enable faster deployment of high-impact use cases
- **Production-First Delivery:** Focus on delivering fully operational solutions, not prototypes or isolated models
- **Scalable Databricks Architecture:** Built on best practices including medallion architecture, pipeline reliability, and governance
- **Reduced Delivery Risk:** Proven frameworks, reusable components, and structured implementation approach
- **Cross-Functional Impact:** Connects data, AI, and business functions across merchandising, marketing, supply chain, and operations
- **GenAI and Advanced Analytics Ready:** Seamless integration of LLMs, forecasting models, and real-time analytics into existing ecosystems

Key Outcomes

- Revenue growth
- Customer Retention & Engagement
- Operational Efficiency
- Faster Decision-Making
- Databricks Platform Growth

Merchandising & Product Operations



- Fine-Grained Demand Forecasting
- Time Series Forecasting with Generative AI
- Pricing Analytics (Redkite)
- Fuzzy Item Matching
- Customer Entity Resolution
- Simplified Product Onboarding (GenAI)

Store & Omnichannel Operations

- Real-Time Point-of-Sale Analytics
- On-Shelf Availability
- Optimized Order Picking
- Scalable Route Generation

Supply Chain & Inventory Optimization

- Safety Stock Optimization
- Demand Forecasting Models
- Inventory Flow Optimization

Data, Risk & Sustainability

- ESG Performance Analytics
- Cyber Analytics (Splunk Connector)

Advanced AI & Computer Vision

- Computer Vision Foundations (store analytics, shelf monitoring, loss prevention)

How KData Delivers

Each accelerator is implemented using a production-first framework:

1. Use Case Qualification
Focus on high-impact, achievable outcomes
2. Databricks Architecture Alignment
Medallion architecture, governance, performance optimization
3. Accelerator Deployment
Pre-built models, pipelines, and frameworks
4. Production Deployment
End-to-end delivery: ingestion → transformation → serving layer
5. Adoption & Scale
Monitoring, optimization, and expansion

Why KData

- Deep specialization in Databricks implementations
- Proven ability to move real workloads to production
- Strong alignment with Databricks AEs and co-sell motions
- Experience in retail, consumer goods, and data-intensive environments



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