Retail companies today sit on a treasure trove of data such as customer information, transactions, products, logs, clickstreams, merchant & market, social and mobile, etc. Many challenges in the retail industry can be addressed by decision support systems which use advanced analytics. Retail firms can increase operating margins by leveraging data sources, technology and data mining or advanced analytics.

Tavant’s analytics expertise helps retail companies envision and reap the full benefits of their data ecosystem with cutting-edge technologies and advanced analytics. Our services to retail companies include custom software development, Big Data (Hadoop, Hbase, Hive, Redshift, AWS) and traditional BI technology (IBM, Oracle, Microsoft BI stacks) solutions, integration and enhancement of off-the-shelf products and, testing. We handle challenging problems in forecasting, fraud detection, marketing, recommendation, data management, analytics deployment, and maintenance.
Our Analytics services help you identify the right target customers, personalize their preferences, estimate ROI on marketing, and optimize advertisement allocation by mining customer profile groups. We use demographics, recommendations, ratings, browsing history, etc. and combine them with advanced analytics for mining customer groups.

Accurately identify special event effects, seasonal effects, and overall growth trends through our Forecasting analysis services that examine historical data, calendar events, markdowns, and customer spending patterns for many retail parameters such as inventory, sales, etc.

Plan strategies for individual stores, departments, or groups of stores with our mining services that identify patterns of sales, inventory, etc. and help you implement strategies at various levels, such as store sub-groups or departments.

Cross-sell effectively by identifying buying patterns using social media, historic customer transactions, and responses. By analyzing the responses and ratings of products, we help you define customer profiles, and thereby recommend appropriate products. We leverage clustering and other advanced data-mining algorithms to help produce better personalized recommendations.

Headquartered in Santa Clara, California, Tavant Technologies is a specialized software solutions & services provider that leverages its expertise to provide impactful results to its customers across North America, Europe, and Asia-Pacific. Having leveraged its unrivalled capabilities and domain insights to create game changing results for leading businesses across chosen industry micro-verticals, Tavant Technologies is known for long-lasting customer relationships, engineering excellence, and passionate employees. Founded in 2000, the Company employs over 1000 people and has been recognized as Top 25 Best Companies to Work For.