One of the largest US retailers harnessed the power of CROSS CHANNEL RETAIL ANALYTICS

Client

One of the world’s largest retailers

Business Challenge

Optimize pricing across channels at a large scale
The Challenge

The company wanted to enable cross-channel optimization to meet customers’ expectations of a seamless shopping experience. The challenge was not just limited to the collect and collate the massive volume of data but also gain a competitive edge.

The Solution

Tavant helped the omni-channel retailer customize its pricing engine while considering diverse factors such as location, competition, inventory to set prices for their online store across thousands of SKUs. Developed a platform that processed 100+ TB of data daily to drive the pricing engine.

Business Benefits

- Price optimization in real-time
- Use 100 TB+ of historical data across 100’s of thousand of products across 1000s of locations
- Integrates competitive pricing feeds across multiple large competitors

Tavant Technologies is a digital products and platforms company that provides impactful results to its customers across North America, Europe, and Asia-Pacific. Founded in 2000, the company employs over 2500 people and is a recognized top employer.

Tavant’s disruptive retail technology enables retailers to cater to the everchanging customer needs by providing a seamless omni-channel experience. Tavant AI-Powered Retail Solutions help retailers optimize productivity and profitability by focusing on personalization.

Our digital retail solutions use predictive analytics to anticipate customer behavior at every touch point that helps in timely decision-making. The automation suite offers a comprehensive approach to deal efficiently with retail merchandising challenges. We are here to enable retailers of the future.