

# PDI LAUNCHES AI PLATFORM FOR RETAIL, TRANSFORMING DATA INTO ACTIONABLE INSIGHTS, BOOSTING REVENUE, MARGIN AND AGILITY.

*Pacific Data Integrators Announces AI-Driven Retail Capabilities To Redefine Personalized Recommendations , Optimize Supply Chain, & support Customer Analytics*

MCLEAN, VIRGINIA, UNITED STATES, February 5, 2024 /EINPresswire.com/ -- [Pacific Data Integrators \(PDI\)](#) is excited to announce the launch of its cutting-edge [AI platform](#) tailored for the Retail sector. PDI's approach helps in increasing sales, optimizing inventory, and improving customer engagement through data-driven strategies.

The emergence of e-commerce and digital technologies has led to a vast accumulation of consumer data. This data is invaluable for understanding consumer behavior, market trends, and sales performance. The effective use of consumer analytics is crucial for marketing, sales, and overall business success, with significant impacts on key performance indicators like ROI, profitability, customer acquisition, market share, and revenue growth. In this context, Pacific Data Integrators (PDI) offers crucial support to Consumer-Packaged Goods and Retail organizations, helping them overcome data challenges and gain a competitive advantage through expert analytics and consulting. Returns are a headache for any eCommerce business. With PDI AI Retail Solution, retailers can reduce their return costs by 40% and increase their sales. PDI AI Retail solution automatically sends the returns to the locations



The New Retail Era: Innovating Retail with AI for Competitive Advantage



From Data to Decisions: AI's Transformative Power in Retail Strategy

where they are most likely to sell, based on product demand, inventory, and shipping cost. PDI AI Retail solution also forecasts the return rate for each customer and product, so retailers can tailor their marketing and pricing accordingly.

Pacific Data Integrators offers a robust AI-driven retail platform that combines pre-built libraries with pre-generated data science algorithms to accelerate project timelines, a comprehensive package covering all facets of data

management including data ingestion, quality, and Master Data Management, and is powered by [Databricks](#) AutoML and Informatica for scalable, efficient baseline model generation and application. This integrated approach ensures efficient, scalable, and effective data management and analytics solutions for the retail sector. This platform is ideal for existing hyperscale users, such as those on AWS, Azure, or Google Cloud. It offers seamless integration, enabling easy access to advanced services. The package includes last-mile connectivity and quick AI-based solutions, streamlining the process without the need for extensive source system management. It's designed to leverage existing cloud infrastructures, providing a comprehensive, easy-to-deploy solution that encapsulates all the necessary components for efficient data management and analytics.



Revolutionizing Retail: The AI Edge for Today's Retailers

Revolutionizing Retail with PDI's AI platform offers a comprehensive suite of solutions to some of the most challenging business needs, including:

- Personalized Product Recommendations: Tailored to enhance customer experiences.
- Supply Chain Analytics: For real-time inventory management.
- Customer Sentiment Analytics: To refine pricing and promotions.
- Customer Experience Improvement: Deploying AI-powered platforms for innovative solutions

Empowering Retailers with Data-Driven Success: PDI's AI solutions have the potential to yield significant impacts, as highlighted below:

- Achieving over a 45% increase in sales through the implementation of targeted product recommendation campaigns.
- Realizing a remarkable 200% growth in redemption revenue by employing personalized pricing and marketing techniques.
- Reducing transit time by 25% for single-day orders.
- Enhancing order fulfillment efficiency through the adoption of data-driven store optimization tactics.

About Pacific Data Integrators: PDI specializes in creating Data & Analytics solutions,

empowering clients to work smarter and more effectively. For more information on how PDI is shaping the future of retail with AI, visit <https://info.pacificdataintegrators.com/ai-retail>. Discover how PDI can support your organization's journey toward AI transformation by contacting us !!

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