Machine Learning Is Innovating Retail

The world that retailers operate in is constantly changing. Retailers that move fast to embrace artificial intelligence (AI) will become the next market leaders - capturing new markets and maximizing profits. DataRobot + Tableau delivers a unique combined solution that helps retailers broaden the impact of AI to more users. Through Tableau extensions, DataRobot unleashes the power of machine learning into AI-driven dashboards with unprecedented speed, accuracy, and transparency by automating the data science life cycle.

DataRobot is the world's most trusted enterprise AI software platform. DataRobot improves the cost, accuracy, and speed to insights for retailers connecting with the empowered consumer, managing product and supply, and addressing operational efficiencies. Tableau is the leading business intelligence visualization solution. Together, this winning solution empowers the team you have in place to build machine learning models that unlock even more powerful insights from data.

> Work that would ordinarily take weeks to code up, DataRobot can do for us in hours. So we get our time back and we can focus on more important aspects of the business problems.

– Brandon Greenwell
Data Scientist at 84.51

Innovative Resources for AI Success

Demand-based forecasting and predictive analytics are becoming commonplace, and the retail industry will rely heavily on AI to set prices, manage inventory, and manage staffing. With a massive trend towards e-commerce and mobile shopping, there is a tremendous opportunity to connect with consumers and those that do will emerge as leaders in the marketplace. DataRobot empowers your existing teams to focus more on quickly iterating on business questions, and not wasting their time on the mundane Modeling or programming.

Retailers are using DataRobot primarily for:

Satisfying the empowered consumer: The empowered consumer is more connected and informed than ever before and expect more information that is tailored to them. DataRobot will help you anticipate changes in buyer behavior, customize the right products to the right people, and connect them with the most relevant content.

Managing product and supply: With the huge changes taking place in the retail industry, knowing what to buy, where to place products, and who is likely to buy them is crucial to business operations and can be worth billions of dollars. With AI-driven demand forecasting through DataRobot, you can ensure that you minimize the risk of excessive inventory, while still having the products that consumers want.

Addressing operational efficiencies: In order to ensure a frictionless experience for the empowered consumer, retailers must identify every opportunity to decrease costs, while increasing and improving operational efficiency. DataRobot can help you identify the best sites for new store opening, floor space expansion, or closing.

Contact DataRobot

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Enabling the AI-Driven Retailer
## with DataRobot + Tableau

DataRobot

DataRobot + Tableau: Democratizing AI

Through the powerful combination of DataRobot and Tableau, businesses can leverage machine learning and make much more informed business decisions with AI. DataRobot automates the data science life cycle, empowering Tableau's business users to introduce AI and machine learning into their decision-making process quickly and easily, without previous data science experience. Tableau enables DataRobot users to explore and visualize the complexities of their data science models in the leading business intelligence visualization platform.

Tableau's DataRobot Extension automates the time-consuming, manual exploration of thousands of potential variable data combinations to uncover key relationships. With DataRobot Insights, you can spend less time finding what's important and more time reviewing why and what to do next:

By integrating DataRobot predictions into Tableau dashboards, organizations can put predictive insights to work in actionable dashboards to make a significant positive impact:
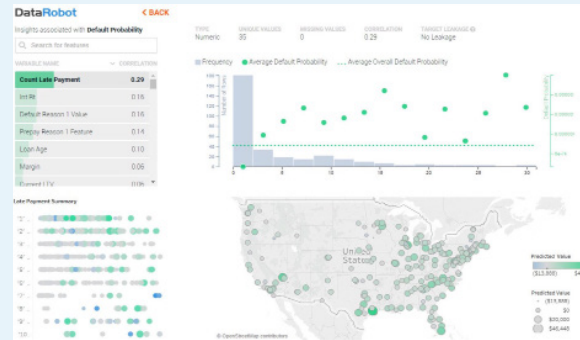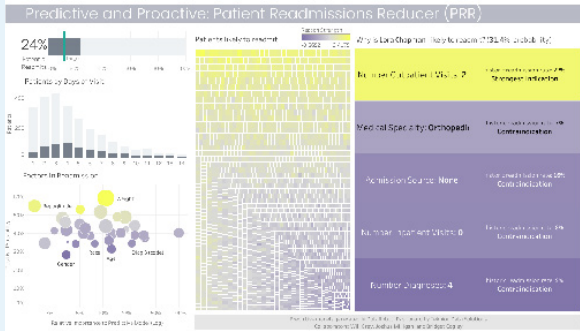
DataRobot lets you go from data to decision in six easy steps:

1 Ingest data from a variety of different sources.

2 Select what you want to forecast and set your forecast window.

3 Automatically build and test hundreds of models to find the best fit.

4 Explore the best models and easily select the ideal one for your use case.

5 Upload new data to forecast future values.

6 Deploy the model and make decisions in your application.

Autopilot provides guardrails to keep you from missing critical steps in the process. With the platform's inherent data science DNA, experts can tweak, tune, and interpret every model.

Retail Use Cases

There are endless uses for AI-powered visualizations from DataRobot and Tableau, including:

EMPOWERED CONSUMER

- Marketing mix
- Predict the next customer state
- Market segmentation & targeting
- Next best offer
- Customer ROI & lifetime value (LTV)

PRODUCT ASSORTMENT AND SUPPLY

- AI-driven demand forecasting
- Forecast returns
- Promotions optimization
- Pricing optimization
- Channel optimization

OPERATIONAL EFFICIENCIES

- Site optimization
- Predict fulfillment center staffing levels
- Delivery prediction
- Inventory planning
- Staff scheduling and optimization

Sign up to access your very own DataRobot Starter Kit for Tableau and see how you can enhance your visualizations with automated machine learning by asking new questions, spotting patterns, identifying correlations, and making better predictions with confidence.

NRF Booths

Visit us at NRF 2020! DataRobot booth 1526 floor 1 and Tableau booth 6149 floor 3.