



Retail Solutions Guide

Transforming Retail Operations
with a Universal Semantic Layer

Start



1. Introduction

42% of retail and CPG organizations highlight inconsistent data quality, absence of a semantic layer, and fragmented reporting practices as critical data challenges.

“The Data Landscape: AI & Analytics Challenges in Retail and CPG”

Data and AI are reshaping industries and fueling a real-time, solution-first economy. Demand is rising, data volumes are multiplying, yet long-standing challenges continue to hinder speed and alignment:

- Teams face an avalanche of data spread across dozens of BI tools
- Disconnected systems create conflicting metrics and inconsistent reporting
- Slow insights lead to missed opportunities and growing operational and compliance risks
- CISOs struggle to enforce governance and security across fragmented workflows

If organizations can't turn data into action, they risk falling off the customer's radar. While other brands turn to hasty upgrades or costly rebuilds, leading retailers are realizing their data strategy doesn't need an overhaul, but a strategic alignment.

By connecting data sources, uncovering hidden insights, and expanding access to governed analytics, these retailers are transforming their data foundations into a competitive advantage.

Discover how **GUESS, Vuori, Sainsbury's, and Tapestry** are building a unified foundation that connects data, people, and decisions through a **universal semantic layer**.

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2. Unifying Data for Global Alignment

35% of retail and CPG organizations see inconsistent answers as a major challenge—a direct result of missing semantic layers and poor data governance.

“The Data Landscape: AI & Analytics Challenges in Retail and CPG”

Retailers constantly track shifting trends and customer demands, collecting massive volumes of data across:

- Analytics, BI, and data warehouses
- eCommerce and POS systems
- ERP and supply-chain platforms
- Inventory and product information systems
- Marketing platforms and third-party sources

When these sources remain disconnected, teams risk losing real-time visibility and competitive speed. Fragmented data leads to inconsistent metrics, duplicate logic, and reporting silos, making unified insights and AI-driven forecasting difficult.

To stay ahead, retailers are turning to **a universal semantic layer that connects and governs data across the enterprise**. With centralized logic and consistent business definitions, they can respond swiftly to market changes, optimize pricing in real time, manage logistics with precision, and execute strategic planning with confidence.

Vuori is leading this shift, building a single, trusted source of truth that unifies critical data and enables faster, more confident decision-making at scale.

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Vuori: Building a Cohesive Data Ecosystem

The Opportunity

As Vuori scaled globally, it aimed to connect data across its enterprise systems and provide business leaders and analysts with self-service access to consistent insights. The company sought to eliminate discrepancies across datasets and reports, enabling faster, data-driven decision-making across all functions.

The Solution

Vuori streamlined data across multiple sources, platforms, and applications using Strategy's universal semantic layer. This created a single, unified source of truth that **aligned KPIs and definitions** for every team. Users gained access to **consistent, governed data** for reporting and analytics at scale—empowering faster insights and improved collaboration across global operations.



Vuori is a lifestyle athleisure brand representing the coastal Californian lifestyle.

The company is committed to creating happiness for its consumers, community, and employees through its products and environment.



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The Impact

- **Data Consistency:** Departments could view, report, and act on unified data across systems, eliminating discrepancies and ensuring shared metrics.
- **Operational Efficiency:** Teams gained governed access to consistent data, reducing misalignment and enabling faster, more confident decision-making.
- **Global Alignment:** Vuori established a cohesive analytics ecosystem that supports cross-functional collaboration and drives agility across its domestic and international operations.



“ We implemented Strategy to enable our business leaders and analysts to become more self-serving, rooted in a single version of truth of the data across the company.

Himanshu Shekhar

Vice President, Planning & Analytics
Vuori

Find out more 

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3. Connecting Data Across Tools and Operations

Only 23% of organizations have fully seamless data integration.

“Data Readiness for Impactful Generative AI”

Data access is the backbone of enterprise alignment and decision-making. From store employees to executives, actionable insights guide strategies that shape the company’s future.

But when access is fragmented or inconsistently managed, organizations face interconnected risks:

- Business leaders act on partial truths, missing critical cross-functional insights
- Analysts lose time reconciling conflicting dashboards and rebuilding definitions
- CISOs and IT leaders struggle to enforce consistent access and governance across platforms
- Frontline employees get exposed to unreliable insights, eroding trust in data-driven decisions

A universal semantic layer addresses these challenges by unifying data, automating intelligence, and ensuring **governed access for every role, tool, and cloud**. Employees gain secure access to trusted, consistent datasets, enabling faster collaboration and stronger confidence in every decision.

Sainsbury’s is leveraging the universal semantic layer to power enterprise-wide integration—delivering a single, governed view of performance across its entire organization.

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Sainsbury's: Enhancing Visibility Across the Organization

The Opportunity

To meet evolving customer expectations and maintain market leadership, Sainsbury's sought to connect data from dozens of disparate systems and siloed analytics sources. The goal was to provide consistent, accurate insights across the organization—empowering store-based colleagues and regional managers to make faster, more informed decisions.

The Solution

Sainsbury's used Strategy's universal semantic layer to build a scalable, governed data ecosystem with dozens of data solutions used across the business. This enabled **deep, seamless integration** for more than 12,000 colleagues, delivering trusted insights from store to head office and offering managers a unified, **enterprise-wide view of operations**.

Sainsbury's

Sainsbury's is a leading UK retailer with over 1,400 supermarkets and convenience stores, offering groceries, clothing, and general merchandise through both physical and online channels. With a 15% share of the UK grocery market and over one billion online visits annually, Sainsbury's continues to lead with innovation and customer focus.



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Impact

- **Universal Access to Data:** Enabled colleagues across stores, depots, and offices to access trusted insights, ensuring consistency and accuracy enterprise-wide.
- **Democratizing Analytics:** Empowered frontline employees with on-the-spot intelligence, while enabling leaders to access customized, organization-wide viewpoints.
- **Operational Efficiency:** Saved 150,000+ hours annually by democratizing data access, with more than 650,000 weekly report views driving continuous improvement.

12,000+

Colleagues Using
Analytics Applications

650K+

Weekly Views in
Store Operations

150K+

Man-hours Saved
Annually

30+

Custom Analytics
Applications



“ It’s all about customers. The only way we can create the right, personalized outcomes that customers want is by understanding them through the lens of data—and turning that into action.

Phil Jordan
Former CIO
Sainsbury’s

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4. Transforming Customer Service with Data and AI

Only 23% of organizations have fully seamless data integration.

“Data Readiness for Impactful Generative AI”

Data-driven decisions exist for one purpose: to maximize customer experience. Retailers hold a goldmine of customer data that can personalize every aspect of modern operations, including:

- Merchandising and assortment planning
- Store layout and experience design
- Inventory management and demand forecasting
- Dynamic pricing and promotions
- E-commerce and omnichannel strategy

With the rise of AI-powered analytics, retailers now have a powerful tool to extract insights faster and with greater precision. But to prepare data for AI, they must first align it across global teams.

A universal semantic layer enables that alignment by standardizing definitions, relationships, and business logic once, so **every AI model, dashboard, or app speaks the same language**. This ensures AI models train on consistent, governed features, and employees access faster, more accurate insights.

GUESS is using the universal semantic layer to connect, activate, and prepare its data for AI-ready analytics—powering seamless customer experiences across regional and global markets.

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GUESS: Leveraging Data for Cutting-Edge Innovation

The Opportunity

As a company that prioritizes innovation, GUESS recognized an opportunity to modernize its analytics foundation by moving beyond traditional reporting cycles toward more intelligent, connected decision-making. Global teams saw the potential to make insights faster, more consistent, and more accessible through AI, ensuring every department could work from the same trusted source of data.

The Solution

GUESS established a holistic data ecosystem built on Strategy's universal semantic layer, designed to unify and prepare data for AI-powered analytics. This foundation enabled teams to **access, interpret, and act** on insights **within an AI-ready data framework**—accelerating development cycles, improving data accessibility, and maximizing customer experiences across locations.

GUESS

GUESS is a premium global lifestyle brand offering clothing and accessories across retail, wholesale, and online channels in 90+ countries. With more than 1,500 stores worldwide, the brand continues to serve a diverse customer base—from heritage loyalists to Gen Z trendsetters.



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The Impact

- **Reporting Consistency:** The universal semantic layer unified insights across retail, eCommerce, and wholesale operations—strengthening global alignment and confidence in data.
- **Maximized Value:** Analysts and business users focused on delivering insights rather than managing data, accelerating time to value for cross-functional initiatives.
- **AI-ready Infrastructure:** GUESS's data foundation supports mobile analytics, cloud scalability, and AI agents, fueling faster, contextual insights at scale.

1,500+
stores worldwide

Operating
in over **90**
countries



“ Our long-standing partnership with Strategy offers our business a trusted source of information and helps us embrace innovations as new technologies shape the market.

We leverage Strategy solutions across our entire organization to better understand customer needs and market trend insights.

Bruce Yen

Vice President of Retail Applications
GUESS

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5. Ensuring Security, Governance, and Compliance

Only 23% of organizations have fully seamless data integration.

“Data Readiness for Impactful Generative AI”

Data security depends on three factors: transparency, visibility, and control.

Retailers operate some of the most complex, high-volume, and high-risk data ecosystems in any industry. Any gap in governance, compliance, or access control can expose sensitive data, trigger regulatory penalties, and cause long-term reputational damage.

A universal semantic layer helps prevent that by **centralizing governance and access management** within a single framework. It connects every rule and permission across the data ecosystem and automatically enforces them in connected tools such as Tableau, Power BI, Excel, and AI interfaces.

This approach enables granular, role-based access using layered permissions, ensuring only authorized users can view and interact with sensitive data. Each dataset, metric, and definition is tracked automatically, giving CISOs full visibility into where data originates and how it's used.

Tapestry relies on robust access controls in its universal semantic layer to optimize operations across 1,400+ stores—keeping every analytics and AI initiative secure, consistent, and policy-aligned.

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Tapestry: Omnichannel Efficiency with Unified Data Insights

The Opportunity

Tapestry sought to extend access to data analytics experiences on mobile devices and offer relevant, governed data access to store associates, district managers, and regional leaders. The company aimed to reduce turnaround time for reporting and streamline self-service analytics within a unified, secure data ecosystem.

The Solution

Tapestry leveraged Strategy's universal semantic layer to implement security parameters and **role-based access** across the organization. Only authorized executives and managers can access data for their designated level. This governed data foundation empowers Tapestry's retail teams to plan merchandising strategies, manage inventory levels, streamline supply chains, and deliver timely fulfillments. The unified, secure data model supports Tapestry's omnichannel operations across 1,400+ stores and a global reseller network.

tapestry

Tapestry is home to iconic brands including Coach, Kate Spade, and Stuart Weitzman. The company operates a multi-channel network across retail outlets and eCommerce platforms, with a focus on luxury accessories and lifestyle products.



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The Impact

- **Drill-Down Insights:** The data ecosystem enabled CXOs to track KPIs at a granular level and improve decision-making.
- **Advanced Analytics:** Executives unlocked secure access to AI-powered capabilities, enabling merchandise and finance analytics, campaign tracking, and holiday reporting.
- **Operational Visibility:** Associates and regional leaders gained near real-time visibility into sales performance, inventory movement, and replenishment needs—reducing manual reporting and improving store-level responsiveness.



“ We rely on our Strategy partners to guide our data ecosystem. That strong customer support allows us to feel confident about our BI strategy—and that Strategy is the way to go as we think about unlocking our future business growth.

Karthik K. Iyengar
Director of Business Intelligence
Tapestry

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6. Retailers' Solution of Choice

Data analytics is the heartbeat of a successful enterprise.

Customer sentiment, personalization, and agile decision-making define today's solution-first economy. To keep a finger on the pulse of operations, retailers are adopting omnichannel strategies that maximize insights from every click, review, and interaction—securing a lasting competitive edge.

With more data than ever, organizations need a unified source of truth that structures, connects, and integrates information with complete visibility.

That's the promise Strategy Mosaic delivers. Our AI-powered universal semantic layer unifies data access, semantic logic, and governance to power insights that drive strategic growth. Its vendor-neutral foundation and portability enable seamless data access across every team, tool, and application, while centralized security and governance ensure that only the right people access the right data.

Retail leaders are leveraging Strategy's universal semantic layer to unify data access, accelerate analytics, unlock deeper insights, and strengthen governance across global operations.

As data and AI continue to reshape the retail landscape, Strategy Mosaic provides the flexibility, scalability, and alignment that will define the next generation of intelligent enterprises.

[Explore Strategy Mosaic](#) ►



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