Retail Solutions for Real Results

Build a resilient retail business with agility, data analytics and AI.

The retail industry is undergoing a profound transformation driven by rapidly changing consumer behaviors, technological advancements, and economic pressures. Agility, innovation, and resilience in navigating a complex, competitive landscape are key to success—and today's retail winners delve into the data to chart the best course.

Enhance Customer Value

Consumers expect a unified experience, personalized offers, and bespoke benefits for their loyalty. MicroStrategy solutions span the retail value chain, painting a 360° picture that empowers teams to ensure customer satisfaction.

Loyalty Analytics

Personalize customer experiences and offers with deep insight into behaviors, preferences, and purchases. Tactfully target to maximize engagement and retention. Tailor promotions and rewards to encourage loyalty and secure repeat sales. Adapt with agility to consumer trends and tastes.

Omnichannel Experience

Optimize the customer offer and overall experience—in-store, in-app, online and on social. Build a complete view of the buyer journey with a detailed understanding of how customers move between channels. Ensure a strong, seamless customer experience, anticipate needs, and customize offers.

360° Value Chain Visibility

Elevate the end-to-end customer experience across your value chain. Create a comprehensive view spanning strategies, supply, stores, and sales. Integrate preferences with personalized offers and benefits. Ensure you offer the best value and service with every interaction to enhance satisfaction and earn loyalty.

Maximize Your Merchandising Strategies

Optimize your practice to ensure you offer the right products at the right place, time, and price to increase profits. Our retail solutions help you intrinsically understand buyers and execute market-moving merchandising strategies.

Assortment Strategies

Optimize your product mix for every channel to grow profitability. Explore trends and consumer preferences. Segment into target demographics, seasonality, regional preferences, and more. Maximize your market appeal and minimize inventory risks with a balanced, customer-centric assortment.

Demand Planning

Forecast future demand to optimize inventory across your assortment mix. Formulate winning strategies with predicted analytics and AI on sales and market data. Align inventory management and supply chain operations with consumer needs to avoid stockouts and maximize sales in every season.

Price Optimization

Enhance your pricing strategies to optimize sales and maintain margins. Monitor trends to attract buyers with better prices for high-demand goods. Analyze vast data across sales, customers, competitors, inventory, and more. Apply AI and ML to adjust prices dynamically in near real-time and expand your competitive edge.

Optimize Store Operations

As the key commercial channel for most retailers, streamlined store management is essential. Our solutions help retailers optimize inventory and assortments, enhance customer interactions, and empower employees on the floor.

Inventory Management

Stay fully stocked with the right products, at the right place and price, every time. Capture inventory impact and avoid stockouts with automated replenishments. Manage inventory effectively to minimize shrink. Efficiently stock shelves, optimize assortments, organize displays, reorder products, and more.

Customized Clienteleing

Personalize every customer experience on the store floor with bespoke clienteleing solutions. Tailor customer interactions and recommendations to each person's preferences. Make sure every customer feels valued to build stronger relationships, enhance retention, and earn ongoing loyalty.

Quality & Satisfaction

Gain real-time insights on in-store experience to ensure satisfaction. Track traffic patterns to optimize product placement and promotion planning, and proactively plan for surge staffing. Monitor data streams to act immediately and maintain high standards for product availability, staff friendliness, and store cleanliness.

Streamline Your Supply Chain

Supply chain reliability is the lifeline of retail. MicroStrategy solutions offer expansive visibility to help major retailers worldwide minimize disruptions—ensuring efficient management, sustainable practices, and optimal availability.

Cost Control

Apply data to protect your profitability and cut costs across your lifecycle. Establish a unified outlook for procurement, production, warehousing, distribution, fulfillment, and return processes. Predict potential disruptions, mitigate cost overrun impacts, and preserve margins across your retail value chain.

Logistics Optimization

Streamline transportation and optimize logistics with enhanced network insight across your supply chain. Manage lead time variability, control freight and holding costs, optimize routes, sufficiently staff, and guarantee timely delivery of goods and services to boost overall customer value and satisfaction.

Vendor Management

Centralize supplier information to quantify quality compliance and ensure satisfaction. Optimize productivity while you avoid delays, decrease defects, and elevate ESG scores. Even embed vendors into your supply chain practice with personalized management portals to improve integration and reliability.

The Fail-Safe Foundation for Gen AI in Retail

MicroStrategy AI integrates deep learning models into your trusted data fabric to embed insights into workflows and accelerate analysis-to-business action. Learn how these renowned retailers use AI bots to transform how people work—making everyone more productive, even at the edges of their organizations.

Sales & Merchandising

A top American teen apparel brand leverages a MicroStrategy AI bot to accelerate time-to-insights for sales and merchandising. Its data spans channel sales, brand performance, demand forecasting, promotion planning, pricing strategies, inventory management, profitability, and more.

Customer Experience & Loyalty

A premium global fashion brand with 1,500+ stores worldwide enhances customer engagement with MicroStrategy AI. Its bot shares a 360° view of loyalty member purchasing behaviors. This customer data 'digital SME' empowers everyone to quickly find answers to business questions.

Ready to Try AI?

Our complimentary AI Ramp Up program empowers you to explore the real-life retail business impact of MicroStrategy AI. Our experts will help you deploy a fully tuned, custom AI bot in less than 6 weeks.

Start a free trial today or contact us online to learn more.

MicroStrategy delivers AI-powered analytics at scale for leading global retail brands.

MicroStrategy ONE is the world's most comprehensive platform for data analytics. Offering the broadest array of insights delivery modes, including fully integrated Gen AI analytics with MicroStrategy AI, the platform ensures governance, security, and object-level reusability with a native data fabric at its core.

MicroStrategy ONE is built on a cloud-native architecture and eliminates the chaos of managing analytics at scale—making it easy to empower everyone with unique, AI-driven data experiences deployed everywhere.
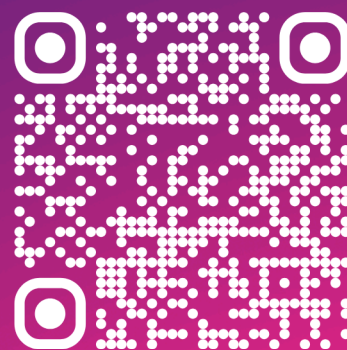
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