

## Case Study

### Luxury retail shopping villages future-proof business with data modernisation strategy

This luxury retail village brand with 11 global shopping and experience destinations, serves 40 million+ guests a year.

In collaboration with the client, we were able to offer data modelling and cloud data migration services, as well as assist in unlocking business value with advanced analytics.

Key challenges included legacy technology for which they struggled to find skills, a proprietary data warehouse that made it difficult to develop and maintain data products and a poorly performing, overloaded and centralised system. Other challenges included a lack of advanced analytics capabilities as well as poor data integrity, discoverability and quality.

Hitachi Digital Services transformed their operations by building a distributed Cloud Data Warehouse on Azure and Databricks, implementing a data catalogue for discoverability and data contracts and mapping out rules for quality.

Alongside this we implemented a Continuous integration (CI) and continuous deployment (CD) pipeline for Release-to-Production automation and introduced data modelling as part of legacy data migration. This enabled the client to accelerate time to business insights and value, increasing customer personalisation, engagement and spend.

#### Key results

- Introduction of Machine Learning and advanced analytics, leading to enhanced business insights
- Including VIP customer recognition
- Personalised customer engagement and loyalty
- Increase in customer spend and visit frequency

#### Technology

- Databricks
- Azure-Data Factory
- Synapse
- Analysis Services
- Purview
- DevOps
- Data Lake

