Turning Data Into Decisions in Retail:
A Playbook

A Step-By-Step Guide to Getting From Raw Data to Decision Intelligence

kleene

Introduction

In today's fast-paced retail landscape, being data-driven is no longer just an advantage—it's a necessity. Data-savvy companies are 23 times more likely to outperform competitors in customer acquisition, 19 times more likely to stay profitable, and seven times more likely to retain customers[1].

But what does it mean to be a 'data-driven retail business'? In reality, it's not so black and white. There are varying degrees of data maturity, and those who invest the time and effort into progressing up the scale will reap the most benefits.

Becoming more data mature means transitioning from isolated, reactive data practices towards holistic and automated decision-making. Each stage of the process presents more opportunities to understand customers better, optimise operations, and respond to market changes.

At the top of the 'data maturity curve' are the businesses using decision intelligence (DI). Labelled a top technology trend by Gartner in 2022[2], DI uses advanced data analysis, modelling, and artificial intelligence (AI) to transform the quality of decision-making and plot better strategies for businesses.

Until recently, decision intelligence has been reserved for big enterprises with large data teams and deep pockets. However, the emergence of dedicated software solutions has made it much easier for smaller businesses to tap into this valuable resource.

Kleene.ai is one of these solutions. We're the only end-to-end platform that organises all your data, from raw data to AI-powered decision intelligence, regardless of your company size and where you currently are in your data journey.
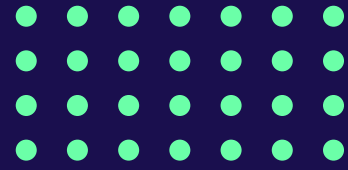
But we know that building a robust and impactful data function can be a daunting prospect. It isn't easy to know where to start; it can feel abstract and requires time and resources.

So, to make the process less intimidating, we've put together this eBook. In it, we'll help you identify where you're at in your data journey. We'll provide actionable steps you can take to elevate your company's data capabilities at each stage. And we'll also share tips about managing the transition effectively.

We hope you find it useful.

1 https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/five-facts-how-customer-analytics-boosts-corporate-performance
2 https://www.forbes.com/sites/eriklarson/2022/05/10/gartners-decision-intelligence-trend-is-taking-off-what-took-so-long/?sh=8503b474e682
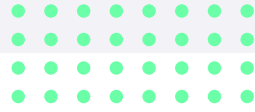
Section 1

Understanding Your Data Maturity
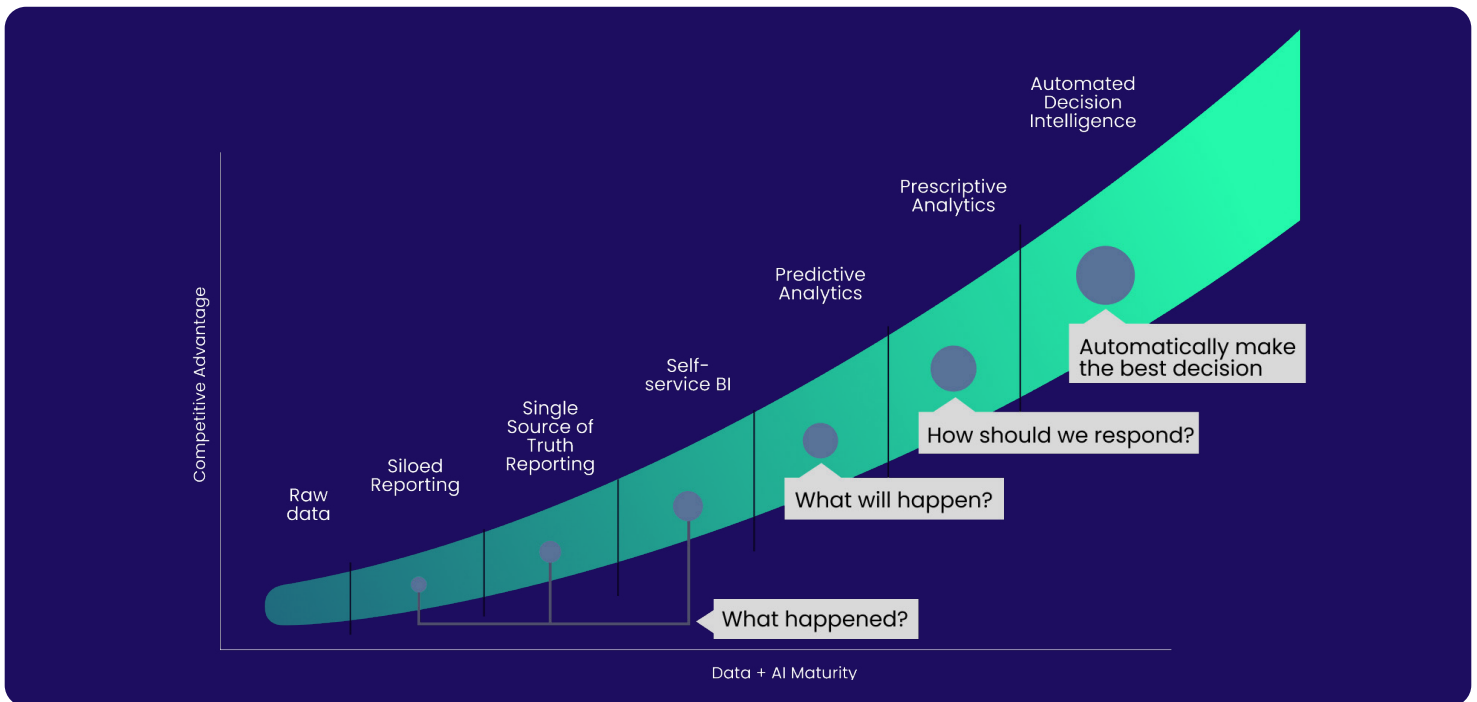
Understanding Your Data Maturity

Before launching any data project, it's worth taking a step back and evaluating where your company currently sits on the data maturity curve.

What is the data maturity curve?

Data maturity is all about how well a company leverages data for decision-making. It encompasses an organisation's data-related capabilities and practices, ranging from how they collect and store data to how those insights are used strategically.

Imagine data maturity as a curve. On the left, companies tend to look backwards—analysing historical data, often in a less structured and reliable way. The further right a company is, the more proactive, trustworthy, and automated systems it has in place to use data in fundamental decision-making.

Moving to the right

By understanding the intricacies of each stage of the data maturity curve, organisations can figure out where they are currently and what they need to do to progress.

On the next page, we've summarised the key features of each stage. In the following pages, we'll go into even more depth about what these mean. You can use this information to gauge where your business currently sits and identify key areas for improvement.

The Six Stages of Data Maturity

This table describes the different stages of the data maturity curve, a company's capabilities at each stage, the main challenges they're experiencing, and the actions needed to advance to the next stage. You can use it to understand at a glance where you are and how you can improve your data capability.

	Stage 1	Stage 2	Stage 3	Stage 4	Stage 5	Stage 6
	Siloed Reporting	Single Source of Truth Reporting	Self-Serve Reporting	Predictive Modelling	Prescriptive Analytics	Automated Decision-Making
Description	Departments manage separate datasets, lacking integration and standardisation; data is fragmented and difficult to manage.	Data sources are consolidated into a central system; stakeholders can access consistent data, reducing discrepancies.	Systems are in place that enable employees to access and analyse data without depending on a dedicated analytics team.	Organisations can use their historical data to develop models to anticipate trends, behaviours, and outcomes.	Systems not only predict outcomes but also suggest actions for desired results, reducing human bias in decision-making.	Advanced data systems autonomously make decisions, such as delivering personalised promotions based on customer data.
Current capabilities	• Basic insights • Departmental autonomy	• Unified data view • Standardised metrics	• Empowered decision-making • Reduced team dependency	• Future forecasting • Strategic planning	• Actionable recommendations • Efficiency improvements	• Operational efficiency • Real-time actions
Barriers to reaching the next stage	• Lack of data cohesion • Data discrepancies • Operational inefficiency	• Transition pains • Potential data loss • Change management	• Varied data interpretations • Potential for misuse • Governance concerns	• Accuracy concerns • Complex model management • Skill gaps	• Integration complexities • Data trust issues • Alignment concerns	• Loss of control • Ethical dilemmas • Reliability worries
Actions to reach the next stage	• Improve data consistency • Eliminate departmental silos	• Improve team alignment • Improve team capabilities • Ensure successful integration	• Ensure data literacy • Improve data governance	• Improve model accuracy • Keep data models updated	• Integrate with business process • Ensure trust in recommendations • Alignment with business strategy	• Increase reliability • Balance automation and human judgement

Siloed Reporting

At this initial stage, different departments within the organisation manage and use their own datasets, and there is little to no integration or standardisation between them.

Though departmental data solutions might appear to improve data management, they fragment data further—making it harder to find a Single Source of Truth.

Capabilities

Basic insights

Companies can gain insights specific to individual departments, such as sales trends for particular products or customer feedback on service.

Departmental autonomy

Each department operates independently, enabling them to make quick decisions based on their isolated data.

Barriers to reaching the next stage

❯ Lack of cohesion

Without a unified view, it's hard to see how actions in one department impact another. For example, a marketing campaign might not align with inventory management, leading to stocking issues.

❯ Data discrepancies

Different departments might have varying data on the same metric. For instance, the finance department might report different revenue figures to the sales department, making it hard to understand business performance.

❯ Operational inefficiency

Overlapping efforts can occur if multiple departments work on similar data tasks in isolation. Two departments might spend time building the same reports separately, for instance—leading to duplicated efforts and costs.

Actions to reach the next stage

Improve data consistency

When data is managed independently by each team, there may be discrepancies in how data is recorded, stored, and interpreted.

Let's say you need to evaluate data from various marketing platforms, but each presents dates differently: some display them as DD/MM/YY, some as MM/DD/YY, while others use DD-Month-YY. Merging this data without ensuring it's in a uniform format makes accurate comparisons and insights hard to achieve.

Data integration platforms can help here—they automate data transformation, ensuring it's consistent and ready for evaluation.

Eliminate departmental silos

With data siloed within departments, it's challenging for the organisation to get a complete view of its operations or customer behaviours.

It's critical to break down these silos by implementing cross-departmental data practices and tools.

Top tip

When choosing the right platform for your business, it's essential to consider if it supports the specific apps you use. If it doesn't, check if they can build custom connectors (and the price for building new ones).

Different providers also charge in different ways—some by the number of connectors and others by the number of rows of data. Usually, choosing one that charges a fixed fee is more convenient from a price point of view, as you won't be concerned by your company scaling their data usage.

How Huel Went From Siloed Reporting to a Single Source of Truth

Huel

Huel is a modern direct-to-consumer business. They're based in the UK but are expanding across the globe.

As such, when they open new markets, there are always additional systems to be integrated. These are often new payment providers; one that's ubiquitous in Europe might not be used in the US or Asia.

As these process a lot of financial data, it is critical to quickly reconcile this information alongside pre-existing data in the data warehouse.

This is especially important for auditing, as they must be able to provide a complete and accurate picture of the business.

If a brand-new provider is used in one particular month, the manual effort to reconcile that data alongside the rest can be prohibitive if there is a long wait for custom data integration.

Before working with an end-to-end data intelligence platform, Huel had basic insights on a departmental basis. Working with a company that had more than 600 out-of-the-box connectors allowed Huel to easily consolidate data from multiple departments, ensuring they established a Single Source of Truth.

> **"Consolidating data into a single source of truth is business critical for us. By using an end-to-end data intelligence platform we can find and reconcile discrepancies, such as missing data, much quicker."**
>
> Neil Luis, Head of Analytics at Huel
>
> **Huel®**

Single Source of Truth Reporting

By this stage, the organisation has started consolidating its diverse data sources into one centralised system. This makes it possible for the organisation to work with a Single Source of Truth—a framework that ensures all stakeholders access the same data, eliminating discrepancies and improving decision-making.

Capabilities

Standardised metrics

With a centralised system, metrics get standardised, making reporting more consistent.

Unified data view

Retailers see a more cohesive picture of their operations.

Barriers to reaching the next stage

› Transition pains

Migrating to a centralised system can be time-consuming and might disrupt regular operations.

› Potential data loss

During the integration process, there's a risk of data loss or misalignment. This can result in gaps or inaccuracies in the data, affecting decision-making.

› Change management

Employees might resist the new system due to unfamiliarity.

Actions to reach the next stage

Align the team
Employees accustomed to their specific data tools and methods might need to be convinced about the new system. Effective communication and change management strategies are essential here (you'll find useful tips in the "Cultural Resistance to Change" part of Section 2).

Upskill the team
When introducing a new centralised system, ensuring employees know how to use it effectively is essential. Some modern software solutions make it easy for your team members to quickly build the data projects they need, even if they don't have extensive data knowledge.
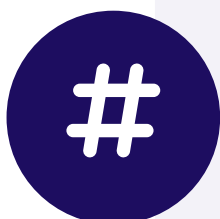
Ensure successful integration
Merging diverse datasets can be technically challenging, especially if there are inconsistencies in data formats or quality. Thorough data cleaning and mapping are essential to ensure no critical information is lost or distorted.

> "At Laka, we've successfully used an end-to-end data intelligence platfrom to bring together previously siloed data sources into a standardised Single Source of Truth, leading to more consistent reporting and reliable insights."

Ben Fields, Head of Data at Laka

LAKA

Self-Serve Reporting

At this third stage, the organisation has put tools and systems in place that empower its employees to access and analyse data independently—without having to depend on a dedicated analytics team. Previously dark and inaccessible data is now available and actionable to team members.

Capabilities

Empowered decision-making

Teams can access data when needed, leading to faster and more informed decisions. This agility enables them to respond swiftly to changing market conditions.

Reduced dependency on data teams

There is less reliance on a central analytics team for regular reports, freeing up time and resources for more strategic analysis and initiatives.

Barriers to reaching the next stage

Varied data interpretations

Different teams might interpret data differently, leading to inconsistencies. For example, marketing and sales teams might draw different conclusions from the same set of customer data, causing misalignment in strategies.

Governance concerns

Data integrity and security become more challenging as more people gain access. Protecting sensitive data and ensuring that it's used responsibly becomes a top priority.

Potential for misuse

Teams might misuse data or draw incorrect conclusions without proper guidelines.

Actions to reach the next stage

Ensure data literacy

Not every employee has the same familiarity or comfort with data. Providing access to data literacy courses and resources (via **Data Literacy Academy** or **Data Literacy Project**, for example) can go a long way here.
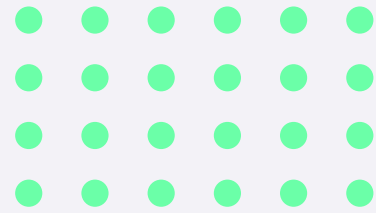
Improve data governance

With more people accessing data, robust data governance protocols are needed to ensure data integrity and security. You can find useful free data governance frameworks **online**, or may prefer to engage a dedicated tool.

How Swoon Progressed to the Predictive Modelling Stage

Swoon, a British e-commerce furniture brand, is renowned for its design-centric approach and beautifully crafted furniture and accessories. Its mission is to make every home remarkable through distinctive designs that are well-crafted and fairly priced.

But Swoon had a crucial problem to solve: they couldn't get a clear understanding of their logistics and supply chain data. This made it hard to figure out how to optimise their key performance indicators.

Their goals were to:
• decrease product returns,
• guarantee timely deliveries, and
• preserve high product quality standards.

To achieve these goals, they needed to identify and launch data initiatives that would add real business value and boost the profitability of their products.

As such, Swoon was looking for a solution that could improve the accuracy and efficiency of data management and help streamline operations, creating initiatives that drove value and enhanced decision-making processes.

Using an end-to-end data decision intelligence platform, Swoon were able to consolidate all their company data and automate reporting. They were also able to implement strategic initiatives that leveraged machine learning for supply chain and logistics management and provided reliable data for effective decision-making.

Notable results included:

• A significant **reduction in the return rate**, which **fell by 31.5%**. This drastic decrease directly resulted from improved product quality and better decision-making, leading to enhanced customer satisfaction and profitability.

• Swoon's **on-time delivery rate** (OTIF) also **improved by 8%,** enhancing service quality and further solidifying customer trust.

• Lastly, Swoon made **substantial efficiency gains, saving 160 hours per month** in manual reporting and processes. This freed up valuable time for the team to focus on strategic tasks, promoting business growth and productivity.

> **"Using an end-to-end data intelligence platform, we were able to reduce return rate by 31.5%, accelerate our reporting cycle and hugely improve our data accuracy."**
>
> Rachel Ha, Finance Director at Swoon
>
> swoon

Stage 4:

Predictive Modelling

Predictive modelling analyses a given set of input data, identifies patterns, and uses them to predict future performance. As such, organisations at this stage of data maturity can use their historical data to develop models to anticipate trends, behaviours, and outcomes—such as the probability that a particular type of customer will buy a specific product.

Capabilities

Future forecasting

Retailers can anticipate sales trends, stock requirements, and customer behaviours. For instance, a clothing retailer can predict which styles will be popular in the upcoming season, allowing them to stock inventory accordingly.

Strategic planning

Predictive insights can inform marketing campaigns, inventory management, and more.

Barriers to reaching the next stage

Accuracy concerns

Predictive models aren't always accurate, leading to potential missteps. For instance, a retailer may develop a model to predict the demand for a new product but if the model's inputs are flawed or the market conditions change rapidly, the predictions may result in stocking issues.

Skill gaps

Developing and maintaining predictive models requires data science expertise. Retailers may find it difficult to find or train staff with the necessary skills to create and manage these models.

Complex model management

Models need regular updates and validation, which requires time and expertise. Failure to do so can lead to outdated models that no longer provide valuable insights.

Actions to reach the next stage

Improve model accuracy

Retailers must continuously validate and refine their predictive models. This might involve incorporating more relevant and new data sources or adjusting model parameters to improve accuracy.

Otherwise, it's possible to draw incorrect conclusions—for instance, assuming that a discount code was the only reason a customer didn't churn when, in fact, it was due to other factors.

Ways to avoid this kind of situation include more rigorous testing of what works and what doesn't: ensuring enough data is analysed to get statistical significance and making sure that the data used is timely and accurate.

Keep models updated

Over time, your business, customers, and the market will naturally change. This means that predictive models can become outdated, and the assumptions you made in previous models are no longer correct. As such, it's critical to update models to reflect current business and market conditions.

Top tip

Incorporating modern software solutions with plug-and-play predictive models can help retail teams quickly build accurate models to anticipate sales trends, stock requirements, customer behaviour, and more. They also make it easy to update data models, ensuring your investment remains relevant and effective.

"Using an end-to-end data intelligence platform helped us to connect all the essential sources and shape a holistic view of our business. This enables us to create insights that support our decision-making quickly."

Milos Jakoubek, Finance Business Partner at Trendhim

TRENDHIM

Prescriptive Analytics

Unlike predictive analytics, which forecasts future outcomes, prescriptive analytics goes a step further. Organisations at this stage have systems in place that not only predict what might happen but also suggest the best course of action to achieve a desired outcome. This simplifies complicated decisions and means organisations are less influenced by human bias.

Capabilities

Actionable recommendations

Beyond forecasting, retailers can access specific recommendations to optimise outcomes. For example, a fashion retailer can use prescriptive analytics to not only predict which clothing styles will be popular but also to recommend the best pricing and promotional strategies to maximise sales.

Efficiency improvements

By following data-driven recommendations, operations can become more streamlined.

Barriers to reaching the next stage

Integration complexities

Implementing prescriptive analytics into daily operations can be challenging. Retailers may face difficulties integrating these recommendations into their existing systems and workflows.

Data trust issues

Staff might be sceptical of machine-driven recommendations over human intuition. Employees may resist adopting automated recommendations, especially if they seem counterintuitive.

Alignment concerns

Ensuring that the recommendations generated by the system support the overall retail strategy is crucial.

Actions to reach the next stage
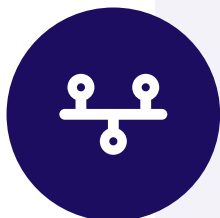
Integrate with business process

For prescriptive analytics to be effective, they must be deeply integrated into business processes. Retailers should invest in data tools that seamlessly incorporate these recommendations into their operations.

Ensure trust in recommendations

Employees might be sceptical about the advice provided by prescriptive analytics, especially if it seems counterintuitive. Providing training and education to staff about how these recommendations work can be valuable here.

Align decisions with business strategy

Any data-driven recommendations should always align with the broader business goals and strategies. It's important to put systems in place that require teams to regularly evaluate the alignment of data recommendations with their overall retail strategy.
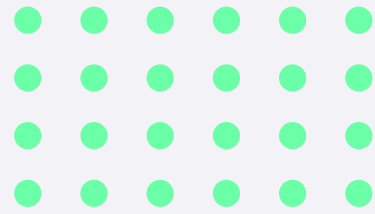
Deliciously Ella's Journey to Data-Driven Success

Deliciously Ella, a rapidly growing business, aspires to become the world's largest plant-based brand and the number one plant-based recipe app by 2030. The company's product range and presence in well-known retailers are both expanding fast.

To fuel this expansion, Deliciously Ella looked at ways to improve their key metrics using an end-to-end data intelligence platform. Their key challenges were as follows:

- Time-consuming reporting
- No unified view of their customer across product, web, and app
- Difficulty accessing data, particularly for app engagement analytics
- Lack of data expertise in the business

Deliciously Ella addressed these challenges by implementing an end-to-end data intelligence platform. Their main objectives were to:

- **Centralise data:** Establish a central repository that consolidates all data, making it easily accessible to everyone in the organisation.

- **Reduce reporting time:** Decrease the time spent on building basic data reports by 80%, facilitating quicker decision-making.

- **Improve app engagement:** Identify opportunities to enhance app engagement (through activities such as copy optimisation reporting and improving user journeys).

- **Calculate real LTV and ROI:** Determine the real Lifetime Value (LTV) and Return on Investment (ROI) of marketing spend to optimise resource allocation and budget.

Through the implementation of its data intelligence platform, Deliciously Ella expects to achieve the following outcomes:

- Reduced time spent on reporting across product, web, and app, leading to **improved operational efficiency.**

- A projected **20% improvement in marketing spend efficiency** through better data-driven decisions.

- Finely tuned app engagement strategies that will drive a substantial **increase in Lifetime Value (LTV)** and a significant uplift in app subscriptions, resulting in **over 6 digits of additional revenue**.

Automated Decision-Making

At this advanced stage, an organisation's data systems can make confident decisions and act autonomously without human intervention. For example, automated systems might analyse customer data and behaviour to automatically deliver personalised promotions and discounts, enhancing customer engagement and sales.

Capabilities

Operational efficiency

Many routine decisions become automated, freeing up staff for more strategic tasks. For instance, a grocery store can track the sales of perishable goods like dairy products and train the system to automatically reorder stock when inventory is running low.

Real-time actions

Systems can make instant decisions— for example, an online marketplace can automatically adjust product prices in response to changes in demand and competitor pricing.

Challenges at this stage

❯ Ethics, perception and trust considerations

Automated decisions must comply with legislation designed to prevent discrimination. For some categories of machine learning models, bias may creep in where none was intended. Consumers may also discover and react poorly to badly implemented automation, leading to loss of trust and brand damage. While these are worst-case scenarios, thinking implementation through and ensuring it is thoughtful and welcome helps to avoid things going wrong.

❯ Stacked automation

Chaining automation together can significantly increase the risk of something going wrong and expand the impact of a failure.

❯ Loss of control

Teams might have concerns about giving too much control to automated systems.

❯ Reliability worries

A malfunction in the system could lead to significant business disruption.

Things to consider at this stage

Improve reliability

These automated systems must remain robust and reliable, as their decisions can have significant business implications. It's important to regularly test and monitor automated decision-making systems to ensure they're reliable.

### Balance automation and human judgement

While automation can increase efficiency, it's essential to consider which decisions should be automated and which should be left to human discretion. Retailers should establish clear guidelines for when human intervention is required to maintain control and ethical decision-making.

Top tip

If you choose the right data tool, there will be a training phase in which a human trains the AI model on the best decisions based on specific data patterns or behaviour.

Once you are confident in the decisions, you can automate them and set triggers that require human intervention.

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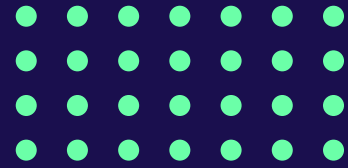
Section 2

Managing the Transition

Managing the Transition

Progressing up the data curve isn't just about technology; it's about people and processes, too.

To fully harness the power of data in your retail business, having your entire team on board and working together towards a shared data-driven vision is essential. It's also critical to lay foundational systems that make a data strategy efficient and sustainable.

In this chapter, we'll look at some of the most challenging parts of this data transformation and strategies to mitigate them.
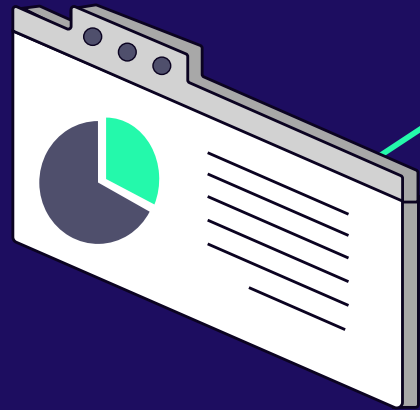
1. Cultural Resistance to Change

Challenge	Employees, especially those who have been with the company for a long time, might be resistant to changing their established ways of working and adopting new data practices.

How to overcome it

Leadership buy-in

Ensure that top leadership visibly supports the transition, setting the tone for the rest of the organisation. Showing them how the new system will impact the metrics they care about—such as LTV, CAC, and OTIF—can be particularly valuable here.

Map out the journey

It can also help to break down the different steps that will need to be taken; the clearer the process, the less daunting it will feel for the team.

Showcase successes

Regularly highlight positive outcomes and successes from the new data practices to build trust and buy-in.

Change management

Implement a structured change management process, which includes training, open communication, and avenues for feedback.

2. Skill Gaps

Challenge
As businesses move towards more advanced data practices, staff might lack the necessary skills.

How to overcome it

Training & upskilling
Invest in regular training programs to upskill existing employees.

Hire experts
Bring in data scientists, analysts, and other experts to guide the transition and share their expertise.

Choose the right tools
Opt for an easy-to-use and intuitive tool that teams can use without extensive data experience.

3. Data Quality and Integrity

Challenge
Inconsistent, outdated, or incorrect data can severely hamper the transition and lead to misguided decisions.

How to overcome it

Regular data audits
Conduct periodic audits to identify and rectify data inconsistencies or errors.

Implement data governance
Establish clear data governance policies and protocols to ensure data quality and consistency.

Automated data validation
Use tools that automatically validate and clean data as it is entered or integrated.

4. Ensuring Data Security and Compliance

Challenge

As data becomes more central to operations and more people access it, there's an increased risk of breaches or non-compliance with regulations.

How to overcome it

❯ Robust security protocols

Ensure end-to-end data encryption, regular security audits, and the use of firewalls and intrusion detection systems.

❯ Access control

Clearly define who can access what data and implement strong authentication methods.

❯ Stay updated on regulations

Regularly review and update processes to comply with evolving data protection regulations.

5. Cost Implications

Challenge

Transitions can be costly, especially involving new systems or hiring experts.

How to overcome it

❯ Phased implementation

Instead of a significant upfront investment, consider a phased approach, starting with critical areas.

❯ ROI analysis

Regularly assess the return on investment from data initiatives to ensure they're delivering value.

❯ Open-source and Cloud solutions

Consider using open-source tools or cloud-based solutions, which can be more cost-effective than traditional options.

By recognising and proactively addressing these challenges, retail businesses can smooth their journey along the data maturity curve, ensuring a more effective and efficient progression.

How Kleene.ai Can Help Your Business Become More Data Mature
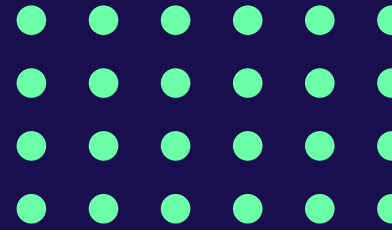
There's no doubt that, to survive today's turbulent retail landscape, businesses must be laser-focused on changing customer needs and market conditions. To thrive, you must anticipate evolving consumer behaviour, potential supply chain issues, economic downturns, and more.

This is possible but requires a robust data operation to deliver critical insights that inform better business decisions.

Until now, only the largest enterprises could benefit from these insights. Connecting data from different departments, in different formats, and from different systems is not easy, and too often data projects take too long, use too many resources and don't deliver clear commercial impact.

That's why we built Kleene.ai. To fast track you to better decision making, wherever you are on your data journey, with the only end-to-end platform that organises all your data— from raw data to a Single Source of Truth and AI-powered decision intelligence—no matter your company size.

Kleene's Decision Intelligence platform delivers insights to drive growth across your entire business, including supply chain, inventory, marketing and pricing.

Predicting churn, delighting customers with personalisation, or improving on-time, in-full delivery are just a few examples.

It delivers intelligence tailored to the needs of your business so you can capitalise on every available opportunity.

Kleene.ai is also built to get you business insights fast. Thanks to 600+ pre-built connectors and plug-and-play data apps powered by a modern, easy-to-use platform, you won't need to start from scratch or hire a huge data team.

We've got data expertise when needed, and we future-proof your investment by quickly delivering new, bespoke connectors for any future data you require, to maintain a Single Source of Truth for your business.

Enable your business's decision-makers to make better, faster decisions with AI recommendations built on reliable, cross-departmental data.

To find out more about how Kleene.ai can help your retail business, **talk to one of our data experts today.**

Conclusion

The role of data in decision-making cannot be overstated in today's retail landscape.

Being data-driven is not just an advantage; it is necessary for surviving and succeeding in the market. The data maturity curve gives you a clear path to understanding where your organisation stands and how to improve.

As discussed in this eBook, the data maturity curve has different stages, each with its own challenges and opportunities. At the apex of this journey is decision intelligence (DI), which uses advanced data analysis and artificial intelligence to help businesses make smarter decisions for the future.

But remember, to make this journey work, you must deal with specific cultural and organisational challenges along the way. This includes gaining support from leadership, managing change, and staying compliant.

Choosing the right tools is also essential to make the journey a success. As an end-to-end decision intelligence platform, Kleene.ai provides the tools and solutions you need to make this transformation, regardless of where you currently are on the data maturity curve. Our goal is to empower retail businesses of all sizes to use data for growth, efficiency, and success.

The journey to data maturity is an ongoing process that demands commitment, adaptability, and strategic planning. But it's worth it. Businesses on this path are already experiencing major benefits, like more effective marketing campaigns and cost-efficient supply chains.

By recognising where your organisation stands on the data maturity curve and proactively addressing the challenges and opportunities at each stage, you'll soon be reaping the same rewards.

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Enable your business's decision-makers to make better, faster decisions with AI recommendations built on reliable, cross-departmental data. Kleene.ai is the only end-to-end platform that organises all your data. Get a competitive advantage and data-driven business growth fast with Kleene.ai's Decision Intelligence Platform.

Get in touch

If you have any questions about this eBook or want to understand more about how Kleene.ai works, you can **schedule a 30-minute call with one of our Data Experts**.

You can also reach us at:
hello@kleene.ai
https://kleene.ai/