

How a Global Retail Leader Used Warehouse-Native Data Unification to Power Smarter Personalisation at Scale

One of the world's largest retailers partnered with Syntasa to unify fragmented customer data across channels, enabling the marketing, eCommerce, and data science teams to act on a single, trusted view of every customer.

Data Readiness

Basket Analytics

Unified Customer View

Single Source of Truth

Omni-channel Personalisation

BACKGROUND

The retailer serves tens of millions of customers across its store estate, online platform, and loyalty programme. With data arriving from every touchpoint, in-store transactions, loyalty-card interactions, app sessions, and web browsing, the opportunity to personalise at scale was significant.

But the data lived in silos. Different teams worked from different sources, different preparation cycles, and different definitions of the same customer. The result was a fragmented picture that made it difficult to act with confidence, or consistency.

The challenge was not a lack of data. It was making that data usable, unified, and ready for the teams who needed it most.

THE CHALLENGE: TOO MUCH DATA, NOT ENOUGH READINESS

The retailer's marketing, eCommerce, and data teams each needed customer intelligence, but they were drawing from disconnected sources. Basket-level behaviour sat separately from behavioural signals. Cross-channel journeys were difficult to reconstruct. And repeated data preparation work across teams was consuming time that could have gone into analysis and activation.

Without a shared, structured foundation, personalisation efforts were constrained. Segmentation was broad. Models were built on incomplete views. And the gap between customer behaviour and commercial action remained wider than it needed to be.

"The challenge was not a lack of data. It was making that data usable, unified, and ready for the teams who needed it most."

AT A GLANCE

Client: Global retail leader

Sector: Retail

Scope: Unified Customer View

· Personalisation at scale

Solutions: Customer 360 · Cross Channel Activation

DATA SOURCES UNIFIED

In-store transactions

Loyalty-card interactions

App sessions

Web browsing

TEAMS SERVED

Marketing · eCommerce

Data Engineering

Data Science

One shared source of truth across functions.

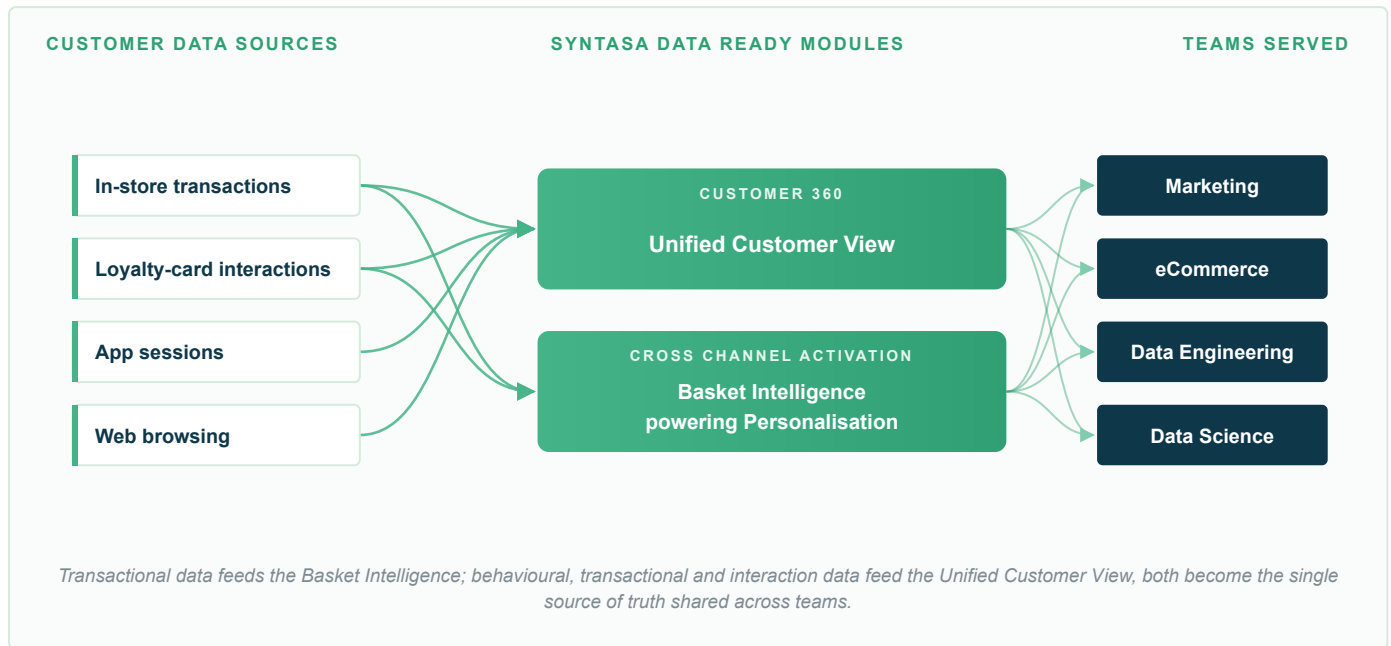
WHAT CHANGED

From **fragmented** sources, repeated preparation, and broad segmentation

→ to a **unified, governed** foundation feeding every team.

THE SOLUTION: A SINGLE SOURCE OF TRUTH ACROSS THE ORGANISATION

The retailer partnered with Syntasa to deploy two solutions it offers, Customer 360 and Cross Channel Activation. This unlocked a single source of truth for customers, leveraged across teams for personalisation at scale.



Basket Intelligence

Syntasa transformed the retailer's transaction data into a structured basket-level dataset, surfacing which products are bought together and how basket composition varies by customer segment. Rather than each team running their own analysis, a single, governed datamart became the shared source of truth, reducing repeated preparation work and enabling faster, more consistent insight.

Unified Customer View

Behavioural, transactional, and interaction data, spanning online and in-store, was unified into a single customer-level dataset. For the first time, teams across marketing, eCommerce, and data science could work from the same view of each customer: how they browse, what they buy, and how they move across channels before making a purchase decision.

THE RESULTS





MARKETING Segmentation became sharper. Campaigns could be built on actual behaviour and customer value rather than broad demographic proxies, enabling smarter cross-sell, more targeted promotions, and more relevant communications.

ECOMMERCE Bundling opportunities surfaced from the basket data directly informed product placement and promotional planning. Visibility into cross-channel journeys before purchase gave teams the context to intervene at the right moment.

DATA ENGINEERING Fragmentation across sources was reduced. A centralised, reusable customer dataset meant teams stopped rebuilding the same foundations and started building on top of them.

DATA SCIENCE With a structured basket-level datamart and a unified customer dataset in place, affinity modelling, LTV prediction, propensity scoring, and churn analysis all became faster to build and more reliable to run.

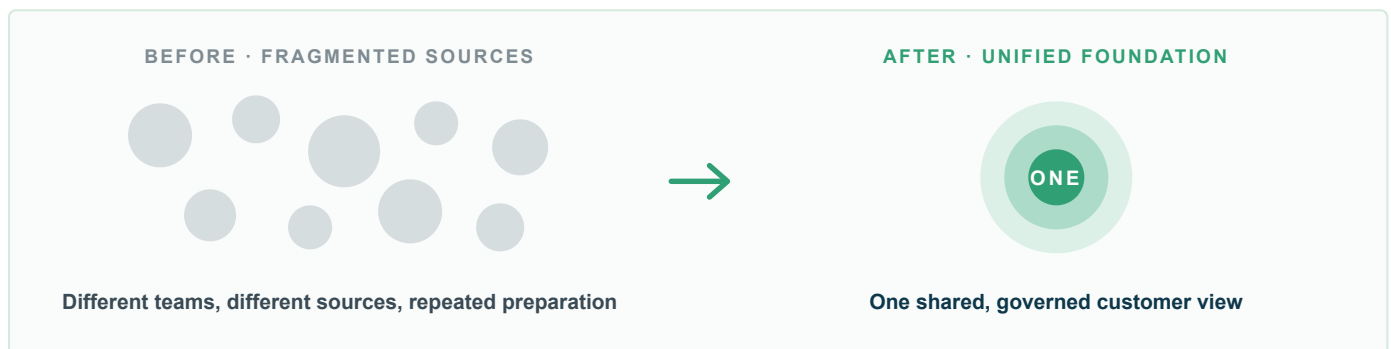
MODELS THAT BECAME FASTER TO BUILD AND MORE RELIABLE TO RUN

 Affinity Modelling	 LTV Prediction	 Propensity Scoring	 Churn Analysis
--	--	--	--

WHY IT MATTERS

Data readiness is not a technical prerequisite. It is a commercial one. When the foundation is right, every team works faster, every model is more accurate, and every campaign is better informed.

Syntasa's two solutions, Customer 360 and Cross Channel Activation, gave the retailer's teams a shared starting point, and removed the repeated, expensive work of getting there independently.



- **Act from a unified customer view**, not a patchwork of disconnected sources.
- **Protect analyst and engineering time**, by eliminating repeated data preparation.
- **Enable faster model development**, on a foundation built once and reused everywhere.

TAKEAWAY

Data unification at the retailer didn't just improve reporting. It changed what was possible, for personalisation, for experimentation, and for the teams closest to the customer.

When behavioural, transactional, and interaction data speaks with one voice, commercial decisions get sharper. And the gap between customer signal and business action closes.

4 Data sources unified across online and in-store	2 Solutions deployed, Customer 360 & Cross Channel Activation	4 Teams served from one shared foundation	1 Unified Customer View, single source of truth
---	---	---	---