

IQR Analytics drove **30–40%** faster decisions and **>98%** data accuracy with a Customer 360 solution.

Customer 360 for Retail Business

IQR Analytics delivered a unified insights platform that accelerated decision-making, strengthened data reliability, and streamlined development through scalable, well-governed data pipelines.



Background

For a retail client, customer data was fragmented across loyalty systems, web analytics, transactional sources, and isolated reports. Each team relied on its own source of truth, which rarely matched across organization.

Teams routinely spent hours reconciling metrics, cross-checking extracts causing stakeholder frustration due to delayed decision making.



Key challenges

- Each system—loyalty, POS, CRM generated data at different granularity levels. Designing a unified model to counter these inconsistencies required significant transformation and standardization work.
- Implementing streaming/ micro-batch pipelines while maintaining system performance and cost efficiency was a substantial engineering hurdle.

Our Solution



Full-scale integration of Customer data by combining both internal systems and external first-party sources to create one consistent view.

This unified foundation ran on a medallion-style lakehouse architecture, through clearly defined raw → silver → gold layers.

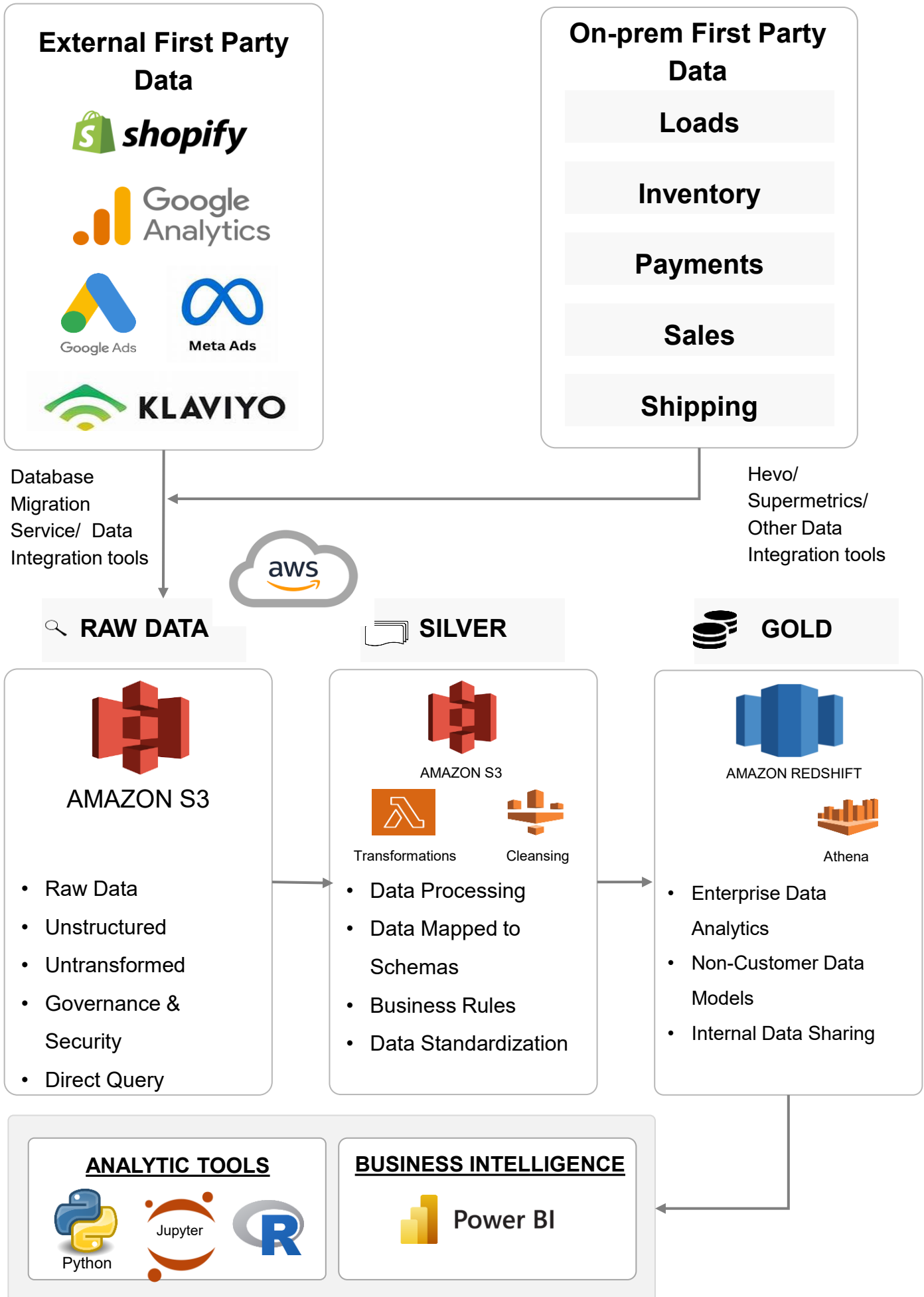
At the heart of the gold layer, was a Customer 360 table created from behavioral signals, transactions, engagement history, and profile attributes.

Impact

- Introduced a consolidated dashboard with intuitive visuals and rapid drill-downs reducing time to insights by 40% and increasing decision execution by 25%.
- Implemented data governance and automated testing, improving data accuracy by 98% and enabling scalable pipelines that cut future development effort by 30%.



Architecture Diagram



About Us

We are a team of passionate data enthusiasts who thrive on numbers, insights, and problem-solving. With a strong foundation in Retail, Hospitality, Banking, Insurance, Entertainment, and Technology, we bring decades of combined experience in transforming raw data into strategic business value.

Our vast experience handling large-scale customer transactional and behavioral data, building Customer 360 solutions help businesses understand customer journey, lifecycle analytics and engagement patterns.



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