

THE SNOWFLAKE RETAIL DATA MODEL



Power your modern insights-driven enterprise by unifying internal and external data on a standardized, cloud-native retail & CPG data model

The Data Model Challenge

To succeed, retail and consumer packaged goods (CPG) companies require holistic insight across multiple processes and systems, from category management, merchandising and supply chain to sales, customer experience, and finance. But many companies struggle to achieve this goal because the foundation of their analytics—their data model—is fundamentally unable to support it.

Typical data models evolve piecemeal, with each portion built to meet the challenge of the day. Every time the enterprise requires a new type of insight, the model requires time-consuming updates that become increasingly complex. In the end, users abandon the data model in favor of spreadsheets where they spend too much time wrangling data and too little deriving insights. The opportunity to drive business performance with data is missed, and negative impacts are felt across the organization.

All your data, unified and analytics-ready

The Snowflake Retail Data Model overcomes these daunting data model challenges. It brings together all relevant internal and external data into a single, comprehensive foundation for reporting, analytics, data science and deep business insights. It does so by combining two state-of-the-art technologies, Snowflake's powerful, flexible and cost-effective Data Cloud, and Robling's standardized retail & CPG data model — forged in partnership with some of the world's leading brands to serve as the data foundation of their elite insights-driven enterprises.



With Snowflake and Robling, we can maintain a lean reporting and technical group, even as we unleash all our critical data to support the connected, omnichannel experiences our customers have come to expect.

MICHAEL YERKES
COO, HOT TOPIC

UNDERSTAND, ACT AND INNOVATE

Gain Full Internal and External Data Visibility

Identify and act on the most important challenges and opportunities by tapping into every source of data that matters to your business from supply chain to customer experience

Empower Decision Makers to Drive KPIs

Respond profitably to changing market conditions, and empower business users with self-service access to the data and insights they need, when they need it—with no limits

Future-Proof Your Enterprise

Seize new opportunities with agility while maintaining a unified, consistent system of insight, even as data, systems and business processes evolve

360° Insights Help Top-10 Department Store React Profitably to Changing Consumer Behavior

A leading department store sought greater visibility into consumer demand and omnichannel operations. To gain 360° insights, the retailer implemented the Snowflake Retail Data Model and Robling's insights platform featuring the Snowflake Data Cloud. When COVID hit and ship-from-store became an imperative, the brand's new analytic capabilities allowed it to optimally allocate merchandise to stores and quadruple ship-from-store efficiency—delighting customers and delivering business success despite rapidly shifting consumer behavior.

The Snowflake Retail Data Model unifies data from across all relevant internal and external data sources, all on a single, best-practice foundation



Key Benefits

Deep Retail & CPG Data Domain Expertise

The Snowflake Retail Data Model supports comprehensive retail & CPG reporting and analytics, including: seasonal specialty hardlines and softlines; fast moving consumer goods and perishables; omnichannel visibility & optimization; customer 360; market intelligence; demand signal insights; CX/CDP readiness, and more.

Seamless Data Access & Sharing Across Business Units, Partners and 3rd-Party Data

Snowflake's Data Cloud provides direct access to data across disparate clouds, so you never have to replicate data, avoiding all the cost, time and risk that entails. As a result, you can plug-and-play for new data & insights. For example, retailers easily unify insights across multiple banners and business processes. And CPGs can merge their own data with downstream market insights from merchants alongside data from Snowflake's Data Marketplace, including providers such as IRI, SPINS, Ibotta, Weather Source and more.

Fully Supported Throughout the Evolution of Your Data Model

Always maintain a single, logical blueprint, even as your business—and the data model that supports it—changes and grows over time. Access expert support to help you adopt, use, manage and extend your model—or opt for a fully managed service. Ensure users understand how the model works with comprehensive, fully interactive visual documentation that automatically evolves alongside your data model.

Want to learn more about how a modern data model supports the modern retail & CPG enterprise? Read [Omnichannel Retail Demands Cross-Functional Analytics](#) now.

