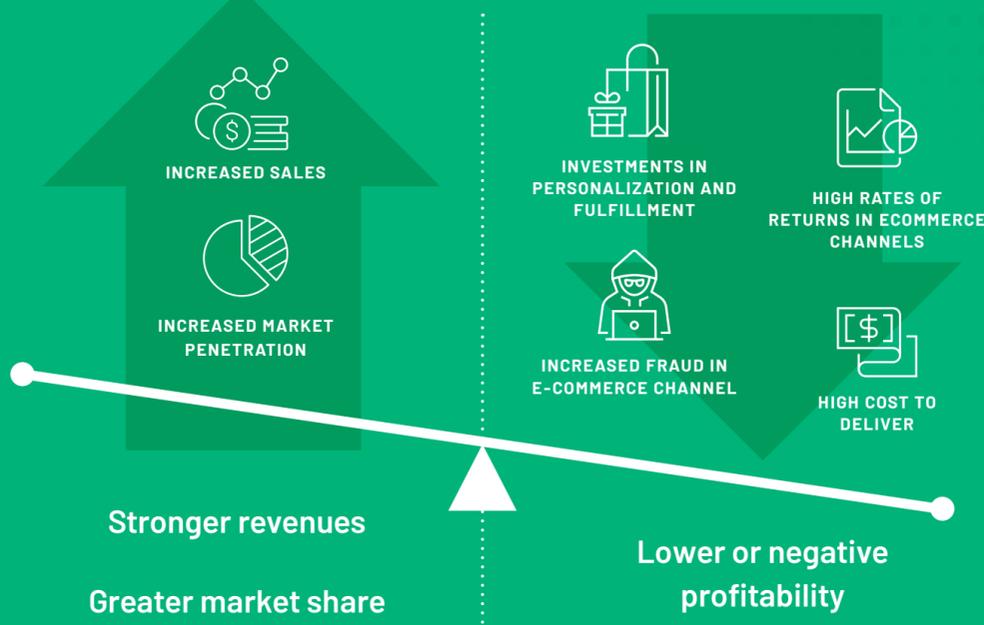


The Rapid Shift to Ecommerce Has Upended Retail Profitability

Offsetting big investments in 2020 and reducing higher cost to serve in ecommerce is a top priority across most Databricks Retail customers in 2021.



Driving e-commerce profitability will require taking on these 4 customer challenges



1. IDENTITY AND ORDER FRAUD



2. DELIVERY PACKAGE THEFT⁴



3. RETURNS AND REVERSE LOGISTICS



4. CUSTOMER SERVICE AND COST TO SERVE



Get ahead of these customer challenges with Data and AI.

Optimize the Buyer Journey with Data and AI



Explore how brands such as H&M, Starbucks and Dollar Shave Club are unlocking the power of data + AI with the Retail Lakehouse on Databricks.

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