



Oracle Retail Insights Cloud Service Suite

Gain functional synergies with one source of the truth. The [Oracle Retail Insights Cloud Service Suite](#) consolidates the volumes of data generated by retail applications across planning, buying, moving and selling, and exploits the analytical value of that data for infinite retail users – senior executives to marketing analysts to data scientists.

Pre-integrated services align with Oracle solutions, but also operate with external data sources for added flexibility. Regardless of your preferred deployment or analytical maturity, this cohesive suite of services provides rapid value along several dimensions: user experience, analytical categories and retail subject areas.

ORACLE RETAIL CUSTOMER INSIGHTS

Achieve a better understanding of who your customers are, how they behave and why. Retailers can leverage complete visibility into what motivates customers at each stage of their journey and how they engage across all touchpoints for intelligent product and promotion decisions.



The Oracle Retail Insights Cloud Service Suite is deployed as one cohesive service in the Oracle Cloud and incorporates:

- Oracle Retail Customer Insights
- Oracle Retail Consumer Insights
- Oracle Retail Merchandising Insights
- Oracle Retail Science Platform
- Oracle Retail Home

ORACLE RETAIL CONSUMER INSIGHTS

Enrich your customer data with the world's largest cloud-based data management platform to create a holistic picture of your existing customers. Identify common attributes and new segments with predictive analytics and retail artificial intelligence (AI) for highly individualized offers and promotions. Find new audiences through [Consumer Insights](#)' direct integration with Oracle Data Cloud's massive data collective spanning 1500+ retailers, 1000+ product categories, 115 million + households, 375+ customer attributes and 5 trillion+ transactions. [Watch the video.](#)

ORACLE RETAIL MERCHANDISING INSIGHTS

A powerful, flexible, mobile-enabled solution that provides data-driven and science-powered insights into a retailer's merchandising performance. Better understand your business, make more informed decisions, and execute with the confidence that you are positively impacting the top and bottom line.

ORACLE RETAIL SCIENCE PLATFORM CLOUD SERVICE: AI AND MACHINE LEARNING FOR RETAIL, AT SCALE

AI and machine learning are essential for any modern analytics solution. And data science should not occur on its own data silo – the same data warehouse that supports descriptive analytics (what has happened) should also support predictive (what will happen) and prescriptive (what actions to take) analytics, as there can be critical synergies across all analytical categories.



The Oracle Retail Science Platform Cloud Service Includes:

- Affinity Analysis
- Store Clustering
- Customer Segmentation
- Consumer Decision Trees
- Demand Transference
- Attribute Extraction
- Size Profile
- Innovation Workbench

The [Oracle Retail Science Cloud Service Platform](#) is a comprehensive portfolio of productized sciences that apply AI and machine learning to core retail use cases, along with a workbench that exposes the data, algorithms and tools like R and Python for additional exploration. [Watch the Retail Science Video.](#)

GET MORE DONE WITH ORACLE RETAIL HOME

Oracle Retail Home is a single access point to the Oracle Retail Insights Suite. Retail Home simplifies user interactions with the data and applications most relevant to user roles and empowers retailers to take informed actions with real-time insights. Based on a robust and flexible portal framework, Retail Home features thousands of pre-integrated metrics and provides timely and role-specific insights, and enables users to take action. [Watch the Video.](#)



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