



Data Analytics Around the World with Azure

CUSTOMER JOURNEY



What's happening in the industry?



80%

Smartphones and tablets account for over four-fifths of all computing devices sold today.

Businesses are using social capabilities to reach customers, gather market intelligence, and engage employees.

As millennial representation increases, so does the expectation of a connected, social workplace.



Why are customers moving to the cloud?



Make data-driven decisions

Smart well-informed business decisions based on business-specific algorithms tailored to the business' unique needs.

IDC predicts **buyer behavior analytics** will validate 80% of all digital transactions and reduce password requirements by 50%.

Imagine the possibilities with Azure.

Where do I start?



Data Analytics

Deliver better experiences and make better decisions by analyzing massive amounts of data in real time. Get the insight you need to deliver intelligent actions that improve customer engagement, increase revenue, and lower costs.

Predict Behavior

Delight customers with experiences based on behavior, offering recommended products, including dynamic discounts for personalized shopping. Give suppliers a predictive purchase list based on current order information and historical customer data.

Why Azure?

Data Analytics

- Make more informed decisions that are predictive and holistic rather than reactive and disconnected by analyzing a diverse dataset from the start.
- Keep your organization's data indefinitely, no matter the size.



Learn more >

Learn more about how to drive data analytics with [Azure](#).
Data Analytics