Teradata Vantage™ Retail Analytic Schemas

What is the Retail Analytic Schemas?

The Retail Analytic Schemas (RAS) product is a predefined data model that allows companies to jumpstart the development of the access layer in their analytic environment. It includes dimensional data models and analytic data sets in a single integrated data model.

These structures can be used effectively by business and technical analysts for slice-and-dice analytics as well as regulatory reporting.

The RAS is aligned with, but distinct from, the Retail Data Model (RDM), which models the integrated data layer of the analytic environment. RAS and RDM use the same data modeling standards and can be mapped for traceability. RAS and RDM can be licensed as two separate products or as a bundle.

Teradata continues to enhance RAS to add new business capabilities.

How RAS drives business-focused benefits

RAS rapidly drives analytics for these business areas:

- **Merchandise Assortment Analytics**
  - By supporting and standardizing analytics, a merchandising team will be able to measure sales performance and the effectiveness of the owned inventory.
- **Customer Engagement Analytics**
  - Retailers have a need to understand how and why customers interact and engage with them, and need to anticipate and accommodate their channel preferences.
- **Greenhouse Gas Emissions for Business Travel**
  - Support the needs of organizations to track and analyze the Scope 3 Greenhouse Gas emissions related to business travel so corrective actions can be taken to meet internal goals and initiatives.

How RAS and RDM work together

RAS and RDM are complimentary, with each product fulfilling a specific need in the data architecture:

- Data integration
- Data analytics

They can be used as separate products fulfilling a specific need in the data architecture or together as a broader portfolio:

- RDM: Data integration, enterprise coverage, business information models, business rule driven, core layer
- RAS: Data analytics, business requirements focused, business insight driven, slice-and-dice, access layer

The products are built on a consistent set of standards and comprehensively organized by subject areas. The easily extendable template models are continuously updated to meet the everchanging needs of today's dynamic business environments.

A natural alignment exists between RDM generalizations and RAS specificity that benefits mapping during implementation, for example:

- Party (RDM) to customer (RAS)
- Item (RDM) to product (RAS)

RAS accelerates measurable business outcomes and supports analytics for the growing needs of business. RDM defines the integrated core, creating the trusted foundation for analytics. Together they support the connected data store.

Organizations have the flexibility to build dashboards and analytic reports using their BI tools of choice.

The Schemas in RAS are:

- Well suited for agile development
- Agnostic to platform, data warehouse maturity, and BI tools
- Accelerators used to rapidly address drill-throughs, ad-hoc, and advanced analytic business requirements.

Businesses gain consistency in their results by reducing data redundancy.

About Teradata

At Teradata, we believe that people thrive when empowered with trusted information. We offer the most complete cloud analytics and data platform for AI. By delivering harmonized data and Trusted AI, we enable more confident decision-making, unlock faster innovation, and drive the impactful business results organizations need most. **See how at Teradata.com.**

17095 Via Del Campo, San Diego, CA 92127 Teradata.com

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