

dunnhumby

SUCCESS TOGETHER

Helping retailers make **quicker, smarter business decisions**

Gold
Microsoft Partner



32 YEARS'
experience
in Customer
Data Science



500+
data analysts & scientists



586m+
baskets analysed weekly



18 billion+
data records
processed every week

GET FASTER INSIGHTS



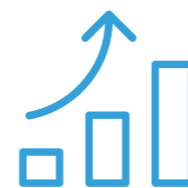
Access answers
to business-critical
questions driven by
shoppers' needs

UNLEASH INNOVATION



Benefit from
latest advances in
customer data science
and technology

ACHIEVE MORE



Maximise returns
from your data and
systems - quickly,
securely and at scale



Microsoft
Azure
is the cloud to trust

\$1 billion+



investment in research and development



3,500

security experts monitoring to safeguard data

dunnhumby Shop

dunnhumby Assortment

1 insights
from nearly
billion
shoppers globally

750+
CPGs benefit
from shopper
insights

DELIVERS
+2-5%
like-for-like
sales uplift

BENEFIT FROM
50%
efficiency
savings

INNOVATE
with the latest
advancements in
AI & machine learning

Be future-ready ▶

In just 12 months,
Microsoft Azure grew
by more than



1,000 new
capabilities