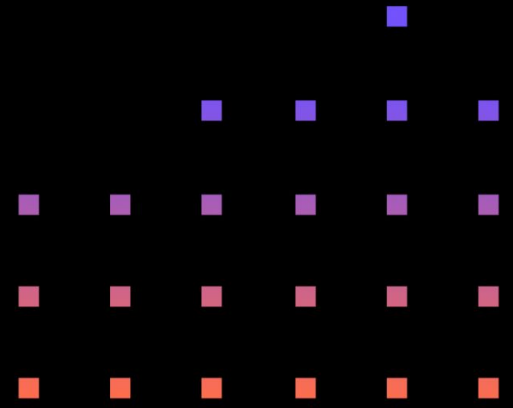


Data Quality Without Compromise for Retail and CPG



Trusted Data for Every Shopping Journey, SKU, and Channel

Retail and Consumer Packaged Goods (CPG) companies make decisions affecting billions in revenue using data that is often incomplete, inconsistent, or delayed.

Missing attributes, late updates, and mismatched definitions often slip past detection in isolation, but together they undermine execution at scale across teams and systems.

When data quality breaks down, teams lose confidence in analytics and hesitate to act. Personalization and forecasting become less reliable and performance metrics lose credibility. Over time, these gaps increase operational risk and undermine investments in AI.

When Data Fails, Business Suffers

Low-quality data compromises performance, trust, and commercial outcomes:

- **Broken shopper signals:** Inconsistent data weaken personalization and journey visibility.
- **Forecasting uncertainty:** Misaligned seasonality, supplier feeds, and store signals create data gaps.
- **Retail media disputes:** Impression, click, and SKU-level data diverge across sources, obscuring campaign performance for retail and CPG firms.
- **Operational friction:** Mismatches between order, warehouse, transportation, and point-of-sale systems hide inventory issues and slow fulfillment.

Trusted Data Builds Confidence and Alignment

High-quality data helps retail and CPG organizations act with clarity and move faster:

- **Identify unexpected changes** in shopper behavior, product performance, pricing, or partner feeds early enough to act before customers or revenue are affected.
- **Surface early signals** of opportunity to help teams identify pricing shifts or channel momentum.
- **Strengthen internal and partner reporting** with consistent signals behind category performance, retail media measurement, and operational KPIs.

Why Legacy Tools Fall Short

Legacy data tools fall into two groups:

1. Rules-based data checking
2. Metadata-only observability tools

Neither keeps pace with the volume, variety, or velocity of modern retail and CPG data. These tools only catch surface-level issues while missing problems that directly affect accuracy and commercial performance.

As a result, teams fall into a familiar loop: writing rules, chasing alerts, discovering issues too late, and then adding even more checks to cover new problems.

Retail and CPG organizations are stuck in a **data quality doom loop**: writing rules, chasing alerts, discovering issues too late, then scrambling to write more rules.

Anomalo breaks the loop, helping retail and CPG firms shift from reactivity to resilience, and from data uncertainty to trust.

Comprehensive Coverage for Every Kind of Data

Structured data: Monitor and validate core retail datasets, from omnichannel transactions to inventory and SKU attributes, to ensure pricing accuracy and stock availability.

Unstructured data: Evaluate product reviews, customer feedback, and shipping manifests that inform sentiment analysis, vendor compliance, and demand forecasts.

AIDA, Anomalo's Intelligent Data Analyst: Explore and explain your retail data using natural language. AIDA helps teams investigate shipment discrepancies, understand consumer purchasing patterns, and resolve data issues before they impact the customer experience.



The Automated Data Quality Platform for Retail and CPG

Leading retail and CPG companies rely on Anomalo to provide automated data quality monitoring designed for scale and complexity. Using unsupervised machine learning and deep data checks, Anomalo continuously evaluates data content and flags unexpected changes before they disrupt systems or decisions.

Retailers and CPG brands use Anomalo to:



ELIMINATE OMNICHANNEL FRICTION

by ensuring accurate customer and loyalty data across every touchpoint to reduce churn



PROTECT MARGINS AND CONVERSIONS

by validating SKU attributes and inventory levels to prevent out-of-stocks and pricing errors



STRENGTHEN SUPPLY CHAIN RESILIENCE

using automated reconciliation of supplier feeds and shipment data to reduce operational costs



SUPERCHARGE FORECAST ACCURACY WITH AIDA,

an AI analyst that identifies trends in seasonal demand and promotion performance to power smarter replenishment

AI-Ready Data for Retail and CPG

Anomalo ensures teams can trust the datasets feeding AI systems such as recommendation engines, forecasting models, retail search, and shopper or associate copilots. Anomalo extends this monitoring to unstructured data such as reviews, receipts, product information, and support transcripts, filtering inconsistencies and risks that could influence predictions or customer experiences.

Clear Insight Into Your Data

AIDA, the Anomalo Intelligent Data Analyst, helps teams understand what changed and why. Users can ask questions in natural language and receive explanations. By surfacing trends and anomalies across datasets, AIDA shortens investigation time and helps teams respond faster as new issues emerge.

Monitor Data Where It's Centralized

Anomalo integrates directly with cloud and on-premises data platforms to surface issues before they impact operational systems, reporting, or AI models.

Keeping Retail Data Reliable at Scale

Retailers and CPGs of all sorts—including Aritzia, Casey's, Kingfisher, Wegmans, and Zalando—rely on Anomalo to ensure their data is accurate, up-to-date, and ready for retail.

Kingfisher operates multiple home improvement banners and brands across the UK and Europe, each with its own data pipelines and operational demands. Before Anomalo, data issues surfaced late and during business-critical moments, leaving teams with limited time to respond.

“We are now monitoring over 500 objects using Anomalo with a team of one and a half people.”

— Jaspal Bains, Lead Data Quality Analyst at Kingfisher

Results that redefine scale: Anomalo turned Kingfisher's manual data governance goals into a high-scale reality, automating observability across tens of thousands of daily rows to ensure reliable stock and sales insights.

Ready to break the doom loop? [Learn how Anomalo helps ensure data accuracy, compliance, and trust.](#)