

Solution Accelerators

Powering Advanced Customer Analytics

Generate value out of your customer data faster with pre-built Databricks notebooks designed to get you up and running with Amperity Data Assets immediately.

Step 1: Prepare for Analysis

First, we will create a stripped down version of Unified Coalesced with just customer keys and key PII fields. This view will power all of the notebooks in this accelerator.

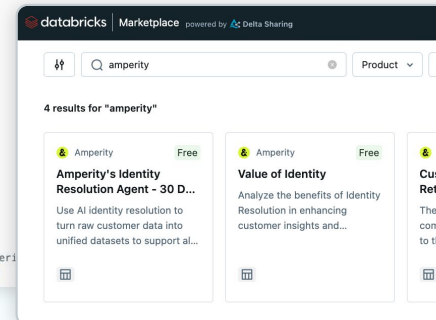
You will notice there are multiple records with the same Amperity_ID. This table represents all matched records, **before** they are merged into a single record. This is done to validate match results as needed, and have visibility into Amperity's Stitch process.

```
%python
### Set Customer Variables ###
customer_id = "fk_customer_id"
loyalty_id = "loyalty_id"
#####

sql_query = f"""
Select Amperity_ID, datasource
, {customer_id}, {loyalty_id}, pk
, email, phone, address, postal
, full_name, birthdate, gender
From tenant_acme_2_c_360.unified_coalesced
"""

df = spark.sql(sql_query)
display(df)

# Create a SQL view of the dataframe so it can be queried
df.createOrReplaceTempView("unified_coalesced_view")
```



Notebooks that move you from idea to value in hours

Value of identity accelerator

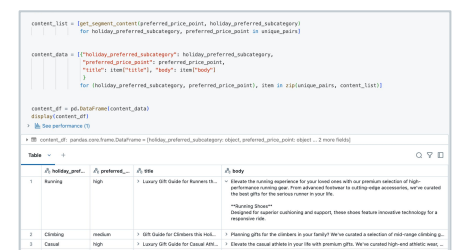
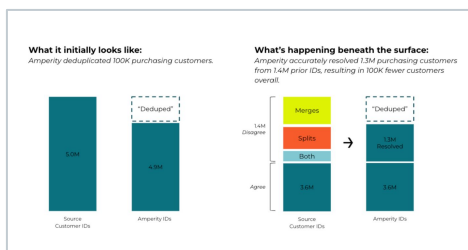
Provides analysis on the output of Amperity's Identity Resolution. Evaluate the impact of customer data accuracy on your overall customer insights.

Leaky Bucket Ratio

Measure your true growth rate by comparing monthly customer acquisition numbers against customers entering Lapsed Status during the same period.

AI-driven personalization

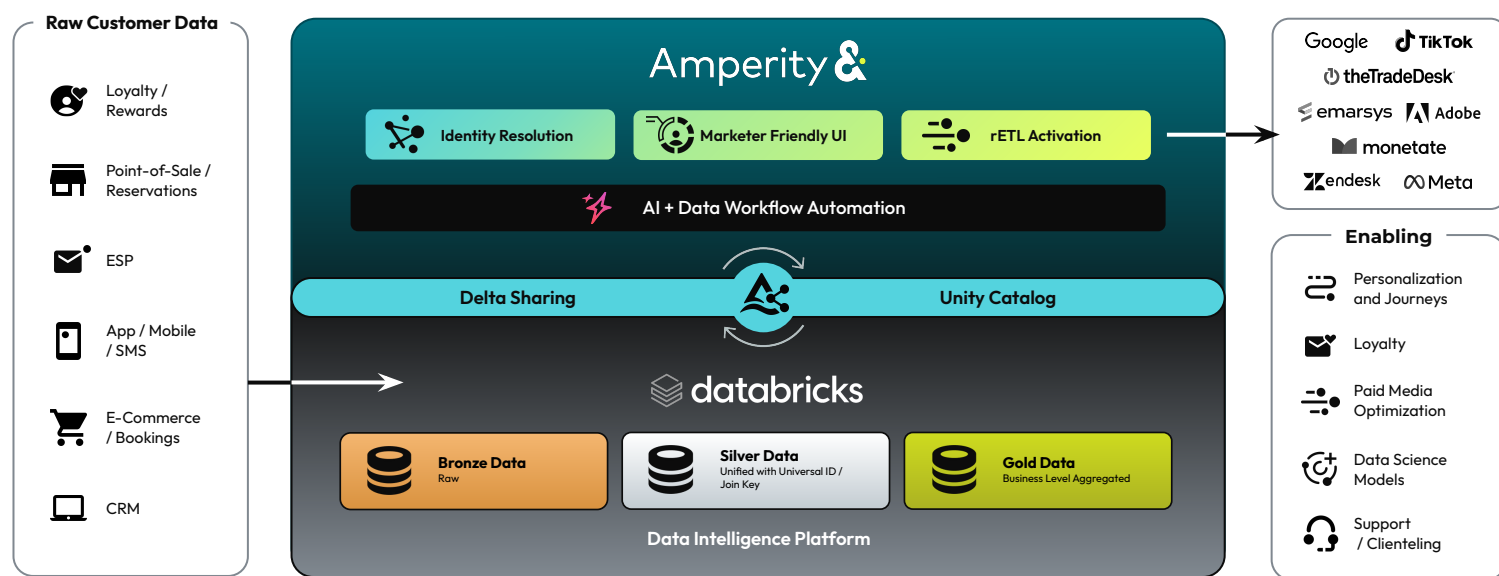
Create AI-driven emails for segments or 1:1 campaigns by combining Amperity's unified customer data with generative AI.



See all of the Solution Accelerators available today in the **Databricks Marketplace**

Databricks + Amperity are your AI-powered infrastructure

to organize and democratize customer data



Schema-Free Data Sharing

Connect Amperity to Databricks in minutes with our native Delta Sharing integration. Easily share data between the two platforms, removing the need for rigid ETL processes that require ongoing and costly maintenance.

ML-Powered IDR and Data Modeling

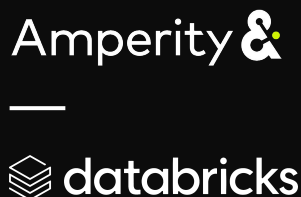
Unify customer profiles fast with our proprietary Identity Resolution (IDR) process. Automate data modeling with standard and predictive data models provided out of the box.

AI-Driven Decisions and Reverse ETL

Fuel smarter decision making with an AI interface that enables anyone to explore segments and insights. Then send data to any destination with tools that automatically format data to fit target systems.

Built-in Governance and Sandboxes

Control data access with rules and monitor every data transformation. De-risk changes with sandbox environments that have built-in data validations and automated promotion tools.



Ready to learn more?

[Talk to an expert](#)



Want to see it in action?

[Watch a demo](#)