Customer Experiences powered by ML models using Feature Store

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This presentation will not cover,

Shortcomings or methods for modernising your data platform, nor the essential criteria for doing so.
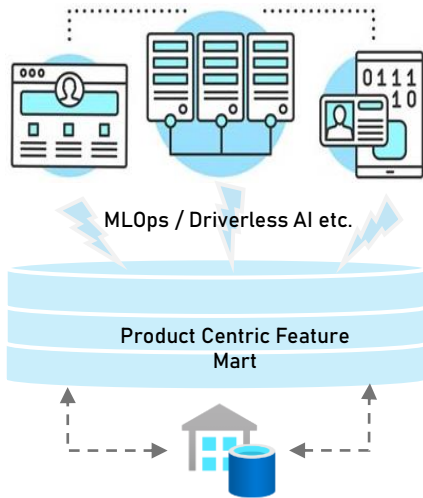
Challenges in implementing modern enterprise-grade data warehouses, data lake houses, delta lakes, etc.

Governance challenges and data management intricacies that fail to fully support comprehensive data governance.

What this presentation will be focusing on?

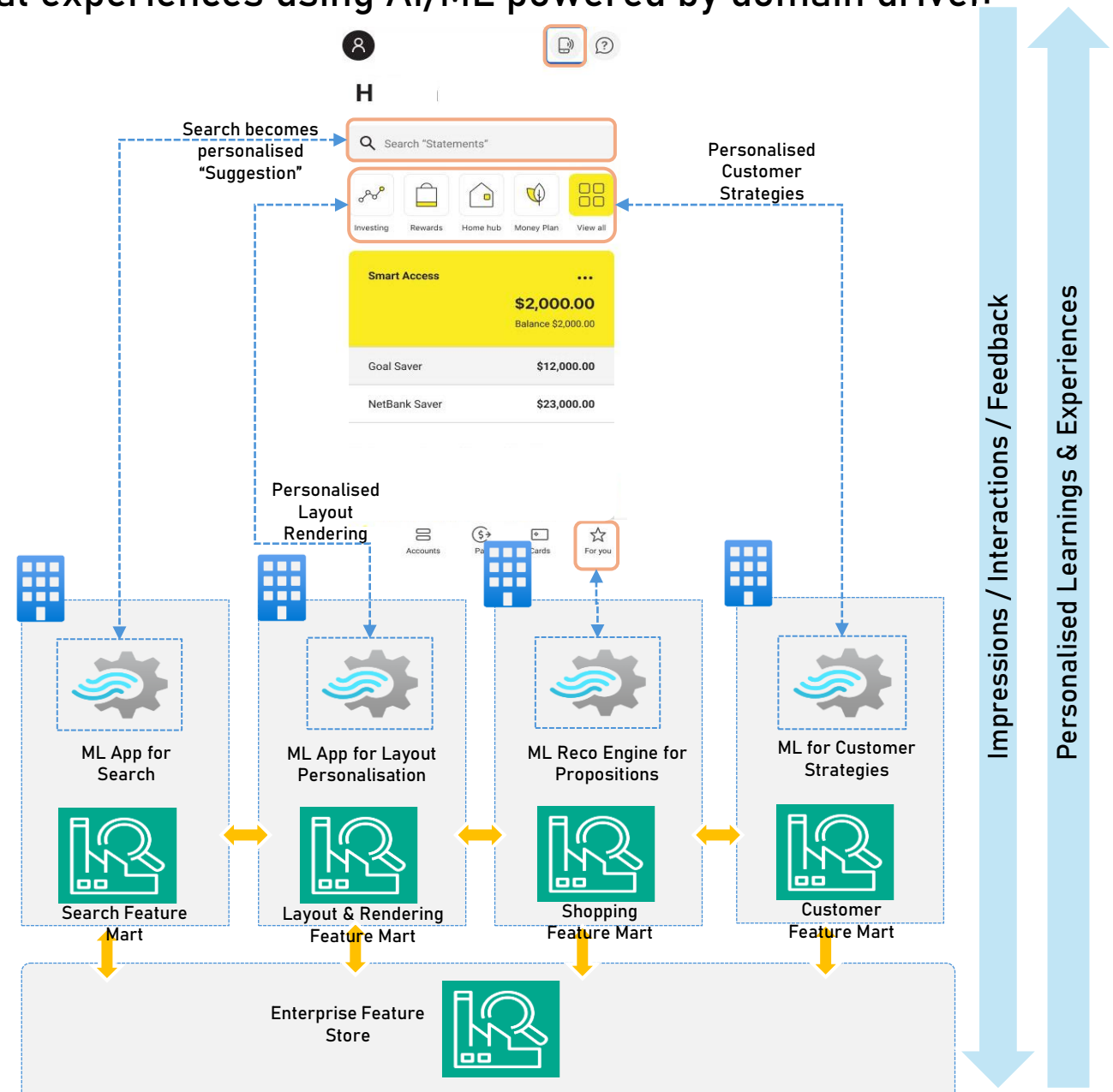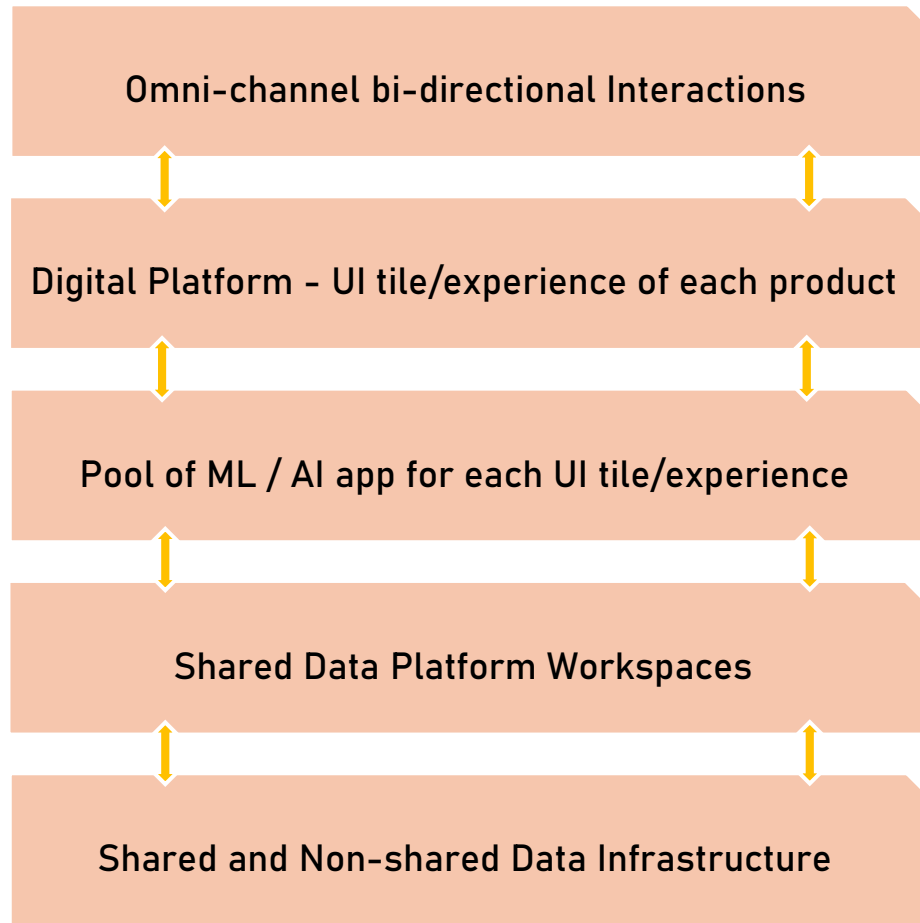MLOps / Driverless AI etc.

Product Centric Feature Mart

Opportunities and strategies to pivot and generate incremental value using these architectures as template

Focusing on product-centric value through AI and ML, powered by scalable and interconnected data architectures with domain-specific, interoperable assets.

Developing end-to-end data and ML engineering teams to collaborate on business-focused value and knowledge generation.

Proposed architecture for enabling modular Digital experiences using AI/ML powered by domain driven scaled feature stores/feature marts

Omni-channel bi-directional Interactions

Digital Platform – UI tile/experience of each product

Pool of ML / AI app for each UI tile/experience

Shared Data Platform Workspaces

Shared and Non-shared Data Infrastructure

Search becomes personalised "Suggestion"

Personalised Customer Strategies

Personalised Layout Rendering

ML App for Search

ML App for Layout Personalisation

ML Reco Engine for Propositions

ML for Customer Strategies

Search Feature Mart

Layout & Rendering Feature Mart

Shopping Feature Mart

Customer Feature Mart

Enterprise Feature Store

Impressions / Interactions / Feedback

Personalised Learnings & Experiences

Food for thought..

❑ Data-driven organizations, guided by our data leaders, should engage in open discussions about feature marts (or feature stores).

❑ Medium to large organisation can enhance their journey towards AI and ML maturity by including feature-rich stores in their investment roadmap and integrating them into their architecture and implementation landscape.

❑ Expanding our frameworks from origination systems and data warehouses to encompass end-business outcomes will enrich our governance challenges and outcomes. This approach will provide comprehensive insights into analytics outcomes driven by data.

And some fact check to support tall claims..

❑ CommBank app's Next Best Conversations(NBCs) in their app are the best example of personalised, omni-channel strategies and propositions executed at scale in real-time. This is powered and supported by a feature store enriched with more than 4000 customer data points analysed at various levels of granularity. *Recognised as the best CX implementation in APAC/Oceania, Gartner CDAO 2022*

❑ AT&T manages over 465 petabytes of data traffic across its global network facilitating a repository for collaborating, sharing, reusing and discovering machine learning features. This accelerates AI project deployments significantly.