



FAQ

What is a Dataiku Accelerator Pack?

Dataiku Accelerator Packs are groups of Dataiku Business Solutions marketed (and commonly used) together.

Dataiku Business Solutions	Pre-built Dataiku projects designed as a template to get users started on one specific use case. Ex: Market Basket Analysis, AML Alert Tirage, etc. — see full catalog
Dataiku Accelerator Packs	Dataiku Accelerator Packs combine several different solutions commonly used together by people in one function or in one industry for more impact and an even quicker time-to-value proposition.

Are Dataiku Accelerator Packs separate from the core Dataiku platform/product?

Neither Business Solutions nor Accelerator Packs are different products than the core Dataiku platform; they are simply a way for users to get started with Dataiku more quickly. Think of them as quick-start templates.

What is the value of a Dataiku Accelerator Pack (read: why should I care about Dataiku Accelerator Packs)?

Dataiku Accelerator Packs allow users and organizations to get value out of Dataiku more quickly. They lower the barrier to entry and increase the stickiness of the platform:

- Instead of using Dataiku for the first time and having a blank screen where they have to start from scratch to build their first AI project, pre-built projects for table-stakes AI use cases act as a starting point.
- Customers can spend less time building these table-stakes use cases — Dataiku Accelerator Packs mean those get off the ground right away — and more time on differentiating, moonshot AI use cases.
- With Dataiku, customers get the ease of pre-built, ready-to-use templates for core AI use cases *plus* the value of the entire platform, which is endlessly flexible and can be the basis of a long-term AI strategy.

What's the cost?

Dataiku Accelerator Packs are not separate from the core Dataiku platform or product, so currently, there is no additional cost for them. In other words, Dataiku Accelerator Packs don't change anything about the pricing of Dataiku as you know it today.

What Dataiku Business Solutions are included in the Retail Accelerator Pack?

The Dataiku Retail Accelerator Pack includes seven prepackaged, ready-out-of-the-box use cases for customers to jumpstart their AI efforts:

1. [Demand Forecast](#)

2. [Customer Satisfaction Reviews](#)
3. [Product Recommendation](#)
4. [Market Basket Analysis](#)
5. [RFM Segmentation](#)
6. [RFM-Enriched Customer Lifetime Value](#)
7. [Distribution Spatial Footprint](#)

When is the Dataiku Retail Accelerator Pack available?

All of the Dataiku Business Solutions in the Retail Accelerator Pack are launched, available, and ready to be used. Dataiku began its marketing campaign around the Retail Accelerator Pack on May 31; partners can begin to advertise the Retail Accelerator Pack anytime after that.

What should I do if I have customers interested in the Dataiku Retail Accelerator Pack?

[Not sure what resources need to be shared with partners around how to use the sample projects, how to proceed, etc. I assume the answer to this is just “talk to your partner manager” (or something)?]

Marketing Pack

Co-Branded Microsite

Show your customers the value of the Dataiku Retail Accelerator Pack with a [custom, co-branded microsite](#) that includes a short walk-through of each of the seven pre-packaged solutions included. Incorporate your own calls to action on the final page to streamline customer interest.

Availability: 5

Emailing

Subject: Struggling to Deliver on Your Analytics & AI Initiatives? OR Meet the Dataiku Retail Accelerator Pack: 7 Ready-to-Deploy AI Use Cases 🚀

Jumpstart Your AI Efforts With the Dataiku Retail Accelerator Pack

Let's face it: You need to build concrete analytics and AI use cases with minimum time and resources, but maximum business results. Enter the Dataiku retail accelerator pack.

Get an overview to see how seven prepackaged, ready-out-of-the-box use cases built specifically for retailers can jumpstart your AI efforts. *{{ enter your custom value proposition here }}*

Ads and Visuals

See customizable partner ads [here](#).

Social Media

Our partner Dataiku has released their Retail Accelerator Pack 🚀 Jumpstart AI efforts with 7 prepackaged, ready-out-of-the-box use cases + leverage the power of the entire Dataiku platform for long-term success.

Let's face it: You need to build concrete analytics and AI use cases with minimum time and resources, but maximum business value. Enter the retail accelerator pack from our partners at Dataiku.

Call to action options:

- Co-branded microsite (if available)
- Dataiku microsite

- [Dataiku blog](#)
- [Other \(contact us for more info, etc.\)](#)