Simbus
Simplifying your Business

Retail doesn't have a data problem. It has an access problem.

Hundreds of thousands of customer reviews sit scattered across systems — full of signal on fit, quality and sentiment, buried under manual, hard-to-maintain NLP models.

100Ks
of reviews sitting unused across systems

Manual
NLP models that are brittle and costly to maintain

Locked
signal that Product, Marketing & Compliance can't reach

THE FIX

One governed pipeline, from raw review to boardroom-ready insight.

1 → 2 → 3 → 4

Govern & Store

Delta Lake lakehouse with access control & governance via Unity Catalog

Automate & Enrich

End-to-end pipelines feed the lakehouse with zero manual handling

Understand

Llama-3.1-70B via Databricks Foundation Model API scores sentiment & classifies feedback

Deliver

Self-service dashboards for Product, Marketing & Compliance

> No custom models to train. No endpoints to maintain — just governed, AI-ready insight on tap.

Simbus
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Built by the team that lives in this stack every day.

Our Retail Customer 360 & Personalization practice turns unstructured customer feedback into governed, AI-ready insight — delivered by certified data engineers, not a black box.

Governed
Delta Lake + Unity Catalog

Automated
End-to-end pipelines

Certified
Databricks-fluent engineers

Let's talk about what's buried in your review data.

Book a call →