

## Data Roadmap

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### Goals of Data Collection

- Personalize shopping experience for customer
- Inform on placement of products in store for optimum sales
- Determine prices and possible discount offers for maximum profit
- Enlighten on needs and desires of customers for the possible generation of new products to fulfill those needs
- Stay abreast of competitors' deals and prices to maintain market supremacy
- Provide data points to optimize employee/customer ratio and product stocking needs

### Data Collected

- Individual purchasing preferences
- Competitor prices
- Map of store layout
- Keyword frequency in online searches
- Sales data
- Relevant social media traffic
- Number of customers per year
- Employee data
- Customer demographics

### Methods of Data Collection

- Online and instore sales records
- Online data mining
- Employee records

### Data Enrichment Possibilities

- Observing patterns in sales in tandem with real-life events and seasons
- Noting frequency of certain products being purchased together
- Daily profit and product purchase frequency comparison
- Comparing frequency of purchase with placement in store