WEB DATA ANALYTICS

Team Project
Total Points: 100

As part of this exercise, each team will analyze the Gap case (HB1) and demonstrate a collective capability to inform business decision-making scenarios by collecting and studying data available on the web. Your final deliverables must address the questions listed below.

Deliverables:

✔ An executive summary of the overall findings and process. This must be limited to 3 pages (12pt font, double line spacing, Times New Roman).
✔ A presentation slide deck of a maximum of 20 slides (introduction and appendix are extra). An executive going through the deck must be able to understand the problem, methodologies, rigor, and final insights.
✔ A pre-recorded video presentation of about 8 minutes. Every team member must participate roughly the same and this should not be a voice-over presentation. It must be geared toward presenting the insights to higher-level executives. Follow-up Q&A will be on Brightspace.
✔ All data, code, and a readme file with clear instructions to reproduce the results.

Read the case "Predicting Consumer Tastes with Big Data at Gap (517115-PDF-ENG)" and answer the following questions in your work:

- Was Peck correct in firing his creative directors and replacing them with a big data-driven creative process? Why or why not?
- What kind of data can be collected from the web to support the data-driven creative process at Gap? Please collect a sample of the data and do an appropriate analysis to demonstrate the approach you are suggesting.
- Does the big data approach work for all three of Gap Inc.'s primary brands: Old Navy, Gap, and Banana Republic? Why or why not? Which brands are better/worse served by this strategy? Why? Collect web data for all three different brands and do in-depth analysis to support your answer. [*Tip: Think beyond scraping each brand's website. The data to support your answers may come from scraping the web pages of non-brand sites.*]
- For which purposes are big data/predictive analytics more or less useful in marketing? As we move into a world filled with more data, what is the role of art versus science in marketing? Under which conditions should "science" rule and under which conditions should "art" rule?
- If you are working for the marketing team, how would you leverage web data in balancing the art vs. science in Gap's marketing strategy?

Tips for the presentation:

- Introduce the business problem: what are the tensions at play? What would be a reasonable approach to address the questions raised in the case? (~10-15% of the presentation)

- Provide sufficient contextual details so that everyone can assess the value of your insights.
- What analyses have you done? Why and how? Communicate clearly the data sources, measures, hypotheses, statistical models, and interpretations. (~50-60 % of the presentation)
- What business actions are you recommending? Why and how would it impact the problem at hand? (~15-20% of the presentation)
- What are the limitations of your insights, approach, data, etc.? (~5-10 % of the presentation)