**Introduction:**

GAP Inc. is looking to change their strategy for fashion development. The company’s CEO, Art Peck, has replaced the traditional way of letting Creative Directors guide the company’s design philosophy with a more collective creative ecosystem fueled by the input of big data. The idea is that the digital data streams would enable companies to gather detailed customer behavior data for decision-making, including loyalty, product matching, churn prediction, and helps in customizing interactions and remarketing efforts using data mining and machine learning. In GAP’s case, Peck is also hoping it will reduce lead times in bringing a design to market by predicting future trends.

**Executive Summary:**

Based on the analyses conducted on profit metrics of fashion companies which adopted Big Data in their business models, we noticed better performance compared to competitors who did not fully embrace Big Data. We also provided several samples of data analyses that can be looked at to drive the business in a highly profitable direction at GAP. Such analyses include Consumer Sentiment Analysis and Competitor Analysis. There are other forms of data that can be looked at to understand whether moving to a data-driven model is the right choice for companies like GAP.

**Web Data to support data-driven creative process at GAP:**

**Sentiment Analysis** can be used to improve customer satisfaction, identify areas for improvement, and potentially highlight positive aspects in their marketing campaigns. We scraped through https://www.sitejabber.com/ to acquire customer review data on brands like GAP and Zara. Analyzing this data helped us understand the general consumer sentiment and helped us compare Zara’s data before they moved to a data-driven model and after. **Google Trends** shows the popularity of a search term over a specific period. This data can be utilized to identify trending search terms throughout different seasons. It also enables us to determine which company garners the most search interest. This information can then be leveraged to enhance website rankings for frequently searched keywords, thereby boosting the potential for increased website traffic. Furthermore, it aids in understanding the types of clothing people seek during different seasons, offering opportunities to enhance operational efficiency and refine marketing strategies. **Competitor Analysis** can help GAP identify any gaps in their product line by knowing the styles or features that are in demand according to the trends, and gain insights into the specific products and strategies that are driving competitors’ success. We’ve also identified markets with potential opportunities for GAP to expand into based on the sales information acquired from the 10K filings.

**Effect of move on sub-brands of GAP Inc.:**

Since Old Navy is fast-fashion based, moving to the data-driven approach would really benefit the overall sales of the brand. As it makes up most of the sales of GAP Inc., the firm would profit from this move. Overall, GAP and Old Navy may rely more heavily on data-driven strategies to serve their broader customer base. However, Banana Republic is more focused on high-end consumers. The brand would benefit more from a creative approach as the typical customers of this brand would be looking to find unique apparel. Hence, the brand may require a stronger creative direction to cater to its upscale clientele.

**Big Data in Marketing:**

Big data and predictive analytics have become increasingly important in marketing due to their ability to provide insights and improve decision-making. In the current world, big data is providing insights into which content is the most effective at each stage of a sales cycle, how Investments in Customer Relationship Management (CRM) systems can be improved, in addition to strategies for increasing conversion rates, prospect engagement, conversion rates, revenue and customer lifetime value. Analyzing customer data enables marketers to predict future purchases, personalize messages, optimize budgets by targeting valuable customers, identify and reduce churn risk, and enhance customer experience.

**GAP’s marketing strategy:**

To strike a balance between art and science in Gap's marketing strategy using web data, several steps should be followed. Firstly, data collection and analysis are crucial, involving sources like website analytics, social metrics, and customer reviews to understand customer behavior and segmentation. The creative aspect should align with Gap's brand identity, focusing on brand messaging, content creation, and A/B testing for engagement. Data-driven decisions come into play through personalization, ROI measurement, and conversion rate optimization. Integrating art and science requires cross-functional collaboration and using data to inspire creativity. Customer feedback loops should be established, and continuous improvement through ongoing analysis and experimentation should be prioritized. Ultimately, this approach enables Gap to connect with its audience, boost sales, and maintain a strong brand identity in the competitive fashion industry.