The flow of the presentation:

1. What is Tesco?
2. What data is collected from Tesco

- Personal data; Name, phone number, email, address, age.

- The type of products you buy and how much of them you buy.

- If you are a customer who takes advantage of offers.

- How much do you spend on each shopping.

- How many times do you go.

- The time of the day you go to Tesco.

- Instantaneous stock data (perpetual inventory)

1. How is the data being collected

- Personal data; Name, phone number, email, address, age.

- From the registry in the Tescoapp

- The type of products you buy and how much of them you buy.

- With the history of purchases on your Clubcard (if you go physically)

- With the history of online purchases (Tescoapp)

- If you are a customer who takes advantage of offers.

- If your purchase has a high percentage of products on offer.

- With the history of purchases on your Clubcard (if you go physically)

- With the history of online purchases (Tescoapp)

- How much do you spend on each shopping.

- With the history of purchases on your Clubcard

- With the history of online purchases (Tescoapp)

How often do you go to Tesco or order a Tesco online shopping?

- With the history of purchases on your Clubcard.

- With the historic of online purchases (Tescoapp)

- The time of the day you go to Tesco.

- With the history of purchases on your Clubcard.

- With the historic of online purchases (Tescoapp)

- Instantaneous stock data (perpetual inventory)

- Scanning the products in the photoelectric scanner.

-What kind of Tesco do you prefer (express one or metro one) or if you prefer online shopping

- With the history of purchases on your Clubcard.

- With the historic of online purchases (Tescoapp)

1. How is it used?
   1. Applying framework 1 (from lecture slides) into the case study
   2. Descriptive analytics

- Measure of frequency of the events

- Measure of central tendency

- Measure of dispersion

- Measure of position

* 1. Predictive analytics

- Anticipating the future trends

- Estimating sales

* + 1. “Usuals” category under favorites (shows the products which regularly buy online)

1. Strategies- like marketing campaigns, personalised recommendations, clubcard
2. Impact of the data driven strategy (e.g. Revenue, loyalty)