

BIG DATA – GAP ANALYSIS QUESTIONS

1. Why is Gap doing poorly in 2017?
2. Was Peck correct in firing his creative directors and replacing them with a big data-driven creative process? Why or Why not?
3. What do you predict will happen to Gap Inc.'s sales going forward as a result of this decision? How will it affect each of its brands' equity?
4. 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?
5. Should Peck allow Gap Inc.'s brands to be sold on Amazon? Why or Why not? What Opportunities and Challenges does this plan present? If Gap sells through Amazon, should the company be a wholesaler or a third party seller? Why?
6. What is your assessment of Product 3.)? How would you improve it?
7. Would you change other elements of the marketing mix to address Peck's problems? Which ones and how?
8. For which purposes is 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 what conditions should "art" rule?