Bricks-and-Mortar Companies

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Making physical stuff

Transporting it to where it is wanted

Offering goods for sale from a store
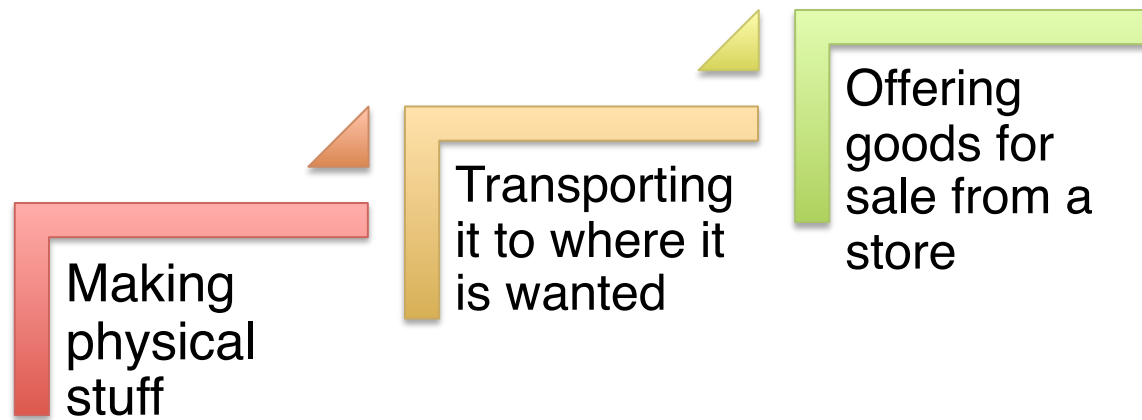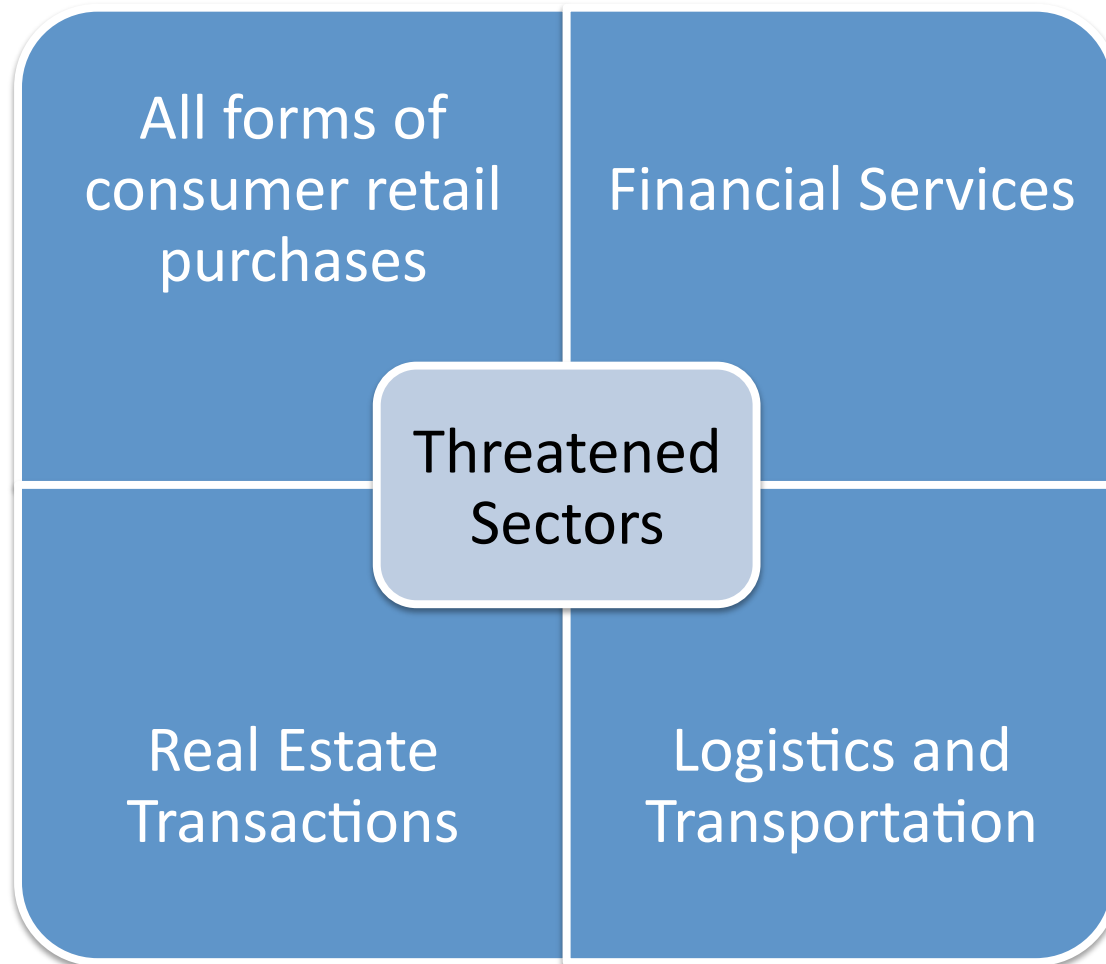
Under serious threat from digital companies

Most to gain from best practices

Most to lose from failing to adapt

All forms of consumer retail purchases

Financial Services

Threatened Sectors

Real Estate Transactions

Logistics and Transportation

Brick and mortar companies need:

Business Analysts

Business Data Analysts

Data Scientists

Typically outsource IT infrastructure development

Extensive technical IT project management experience

The following is a check list you can use to evaluate how far along a company is in embracing big data culture

- The checklist has a total of 20 items.

- 19 items are relevant for product

- 14 items are relevant for services

- ☐ Web site for mobile/ optimize load times

- ☐ Track visitors click- stream

- ☐ Two-step conversion

- ☐ A/B Testing ongoing

- ☐ Achieve and maintain high Google Adrank

- [ ] Know profitable price per click-through
- [ ] Web based incentives
- [ ] Allow customers to "see" what is on the shelf (product company only)
- [ ] Allow customers to order ahead and pick-up (product company only)
- [ ] Same day and faster delivery (product company only)

- [ ] Complete service as fast as digital (service company only)
- [ ] Track all interactions with customers
- [ ] Develop membership programs
- [ ] Point-of-Sale incentives
- [ ] Rewards for high spend customers

- [ ] Track churn and outreach to quiet accounts

Inventory Efficiency:

- [ ] Track SKU's at the store level
- [ ] Track all zero-inventory items
- [ ] Inventory optimization models
- [ ] Targeted last minute promotions for wasting inventory

Product Companies:
19 Apply

16 or more out of 19: Very good to excellent

14 out of 19: Good, but needs improvement

11 out of 19: Passing

10 or fewer out of 19: Lagging

How does your company stack up?

Service Companies:
14 Apply

10 or more out of 14: Very good to excellent

8 out of 14: Good, but needs improvement

7 out of 14: Passing

6 or fewer out of 14: Lagging

How does your company stack up?