**Introduction to Information Technology and Web Science**

**ITWS 1100**

**Spring 2018**

**Week 10 Assignments**

1. Monday March 26, 2018
   1. Read and be prepared to discuss the “Predicting Consumer Tastes with Big Data at Gap” case from the Harvard Business School Course Pack.
   2. Research appropriately outside of the case to support your answers.
   3. Prepare to answer the following questions related to the “Gap” case during class: (Do not submit your answers for these questions in writing. You may however answer and/or take notes and bring to class with you to use for your own reference during the discussion)
      1. What is big data?
         1. What are the “three V’s” of big data?
      2. Why is big data important to companies?
      3. What must companies do in order to maximize the benefits big data can provide?
      4. How well can one predict consumers’ fashion preferences based on past purchasing data?
         1. Are consumer preferences in fashion stable across time? Why or why not?
      5. Under which business conditions should “science” rule and under which conditions should “art” rule?
      6. Does the big data approach work for all three of Gap Inc.’s brands: Old Navy, Gap, and Banana Republic? Why or why not?
         1. What business is Gap in? Banana Republic? Old Navy?
         2. Which brands are better/worse served by this big data strategy?
         3. Can Gap keep each of its brands appropriately differentiated from each other if Product 3.0 is pursued? How?
   4. **Submit the answer to the following “Predicting Consumer Tastes with Big Data at Gap” case question in written form by 11:59 AM on Monday, March 26 on LMS.**
      1. Was Peck correct in firing his creative directors and replacing them with a big data-driven creative process? Why or why not?
      2. The length of these written answers should be one to two pages, single spaced with 12-point font and standard margins.
      3. Include your name, the course name, the case title, and date in a header at the top of the assignment.
      4. State and clearly answer the written question.
      5. Use qualitative and quantitative arguments from the case and other sources as needed to support your answer.
      6. Use professional English language, spelling, grammar, and referencing. Use the MLA citation format or equivalent. See RPI’s Center for Communications Practices at <http://www.ccp.rpi.edu/> and the associated MLA citation page at <http://bcs.bedfordstmartins.com/resdoc5e/RES5e_ch08_o.html>.
2. Thursday March 29, 2018