Big Data Science Lecture #1 (2019/4/10)

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Question.

Describe briefly why you take this course. (履修の動機)

Because I want to learn the way of analysis. Nowadays, as it given in the introduction, the analysis of Big-Data is becoming the basics of business. And it's also effective for changing my own point of view. That's why I'm taking it.

Read the story and answer questions.

There is an almost city legend story which is often told to illustrate data mining concepts. The story is about beer and diaper (ビールとおむつ) sales and usually goes along the lines of: Some time ago, Wal-Mart decided to combine the data from its point of sale systems. The data told where, when and what their customers bought. Once combined, the data was mined extensively and many correlations appeared. One correlation stood out like a sore thumb because it was so unexpected.

On Friday afternoons, many young American males who buy diapers (nappies) also buy beer. No one had predicted that result, so no one would ever have even asked the question in the first place. Wal-Mart was able to exploit it by moving the products closer together on the shelves.

(excerpted and modified from http://www.theregister.co.uk/)

Questions.

Infer this finding. Why do they show such a behavior (buy diapers and beer at the same time on Friday)?

Generally there are no any relation between diapers and beer, but because it's regularly observed on the weekend, I guess American family normally have a custom buying diapers. Beer is for party.

Do you think the same marketing strategy works for Japanese consumers? Why do you think so?

I think it works for Japanese also. For every developed countries, I guess citizens are buying their goods in the limited number of markets (actually we're also using stores such as "York-Benimaru" or "Tsuruha-Drug" regularly). While it has the same situation, it's possible to track what the particular customer buys, etc. It means such data-mining is available in many situations.