



Information Management Report



Jagruta Advani, Dhruv Arora, Rohan Giri, Sonali Hornick, Deeksha Koonadi

Professor Yifan Yu

07 December 2024

MS in Business Analytics

Project Deliverables:

Target is a leading American retail chain headquartered in Minneapolis, Minnesota. They offer a wide variety of products from groceries, clothing, furniture, entertainment, technology, and much more. They are known for offering high-quality and stylish products yet at affordable prices. Target operates through its physical stores, online platform (Target.com), and a robust delivery and curbside pickup network. Similar to other such large retailers, for instance Walmart, they are known for their exclusive in-house brands like Good & Gather and Cat & Jack. However, Target differentiates itself by blending affordability with trendiness, often partnering with designers to create unique offerings. This sets them apart and makes them feel like you are getting quality and luxury but at more affordable price points. Its customer-focused initiatives include the Target Circle loyalty program and the RedCard, which offers shoppers discounts and exclusive perks.

A.Target's Data Strategy

Target's data strategy leans more toward offensive objectives (around 75%) by focusing on improving customer engagement, operational efficiency, and real-time insights. However, strong defensive measures (around 25%) remain crucial, ensuring data security, compliance, and operational consistency across global operations. This balanced approach will support Target's scalability, operational efficiency, and ability to maintain a competitive edge in the retail industry.