

Digital Analytics and AI in Retailing

Case Company: Andertons Music

Min Chuen, Lin



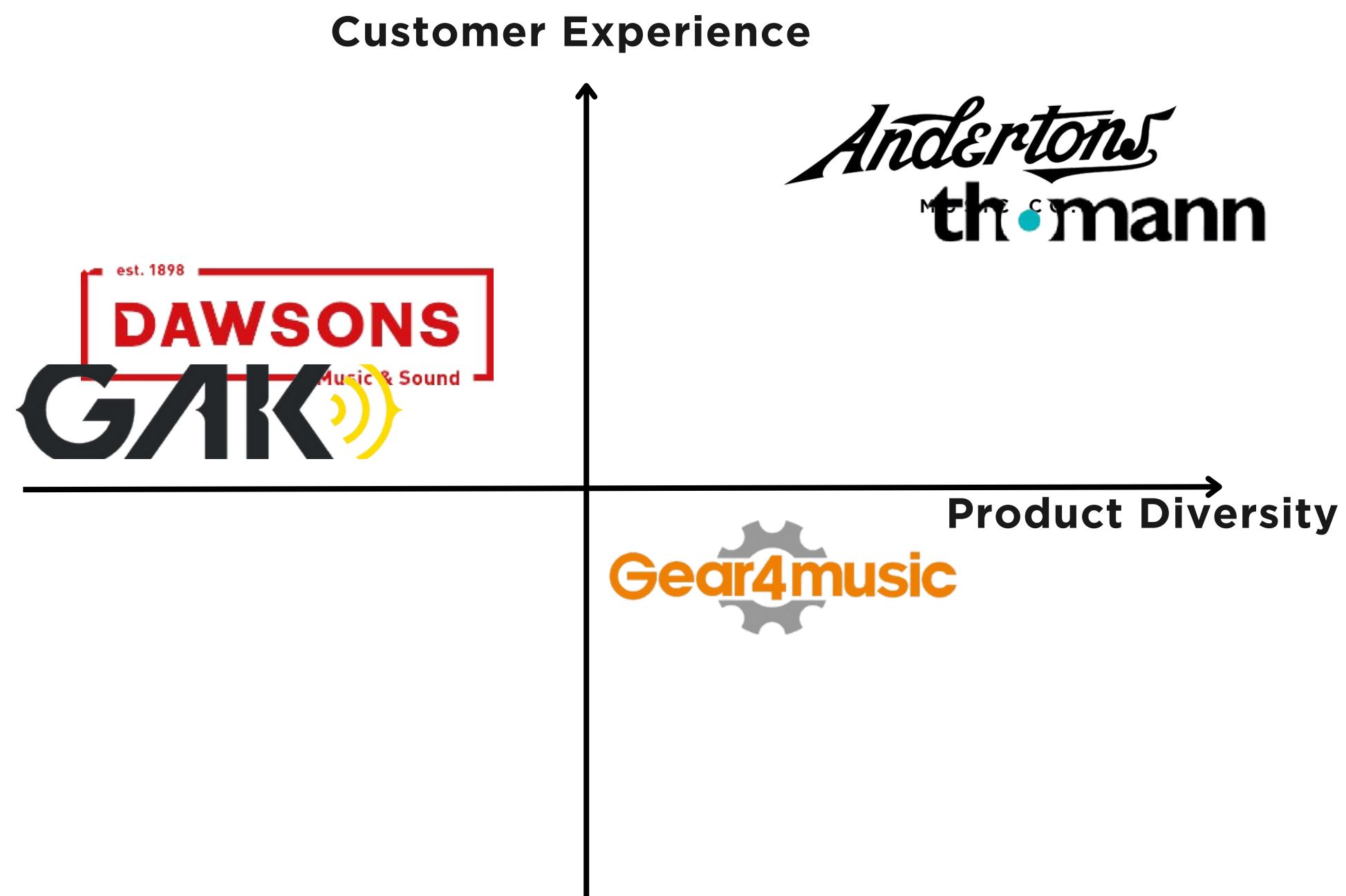
Prepare for:
Prof. Dr. Michael Jungbluth

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Andertons Music Backgound

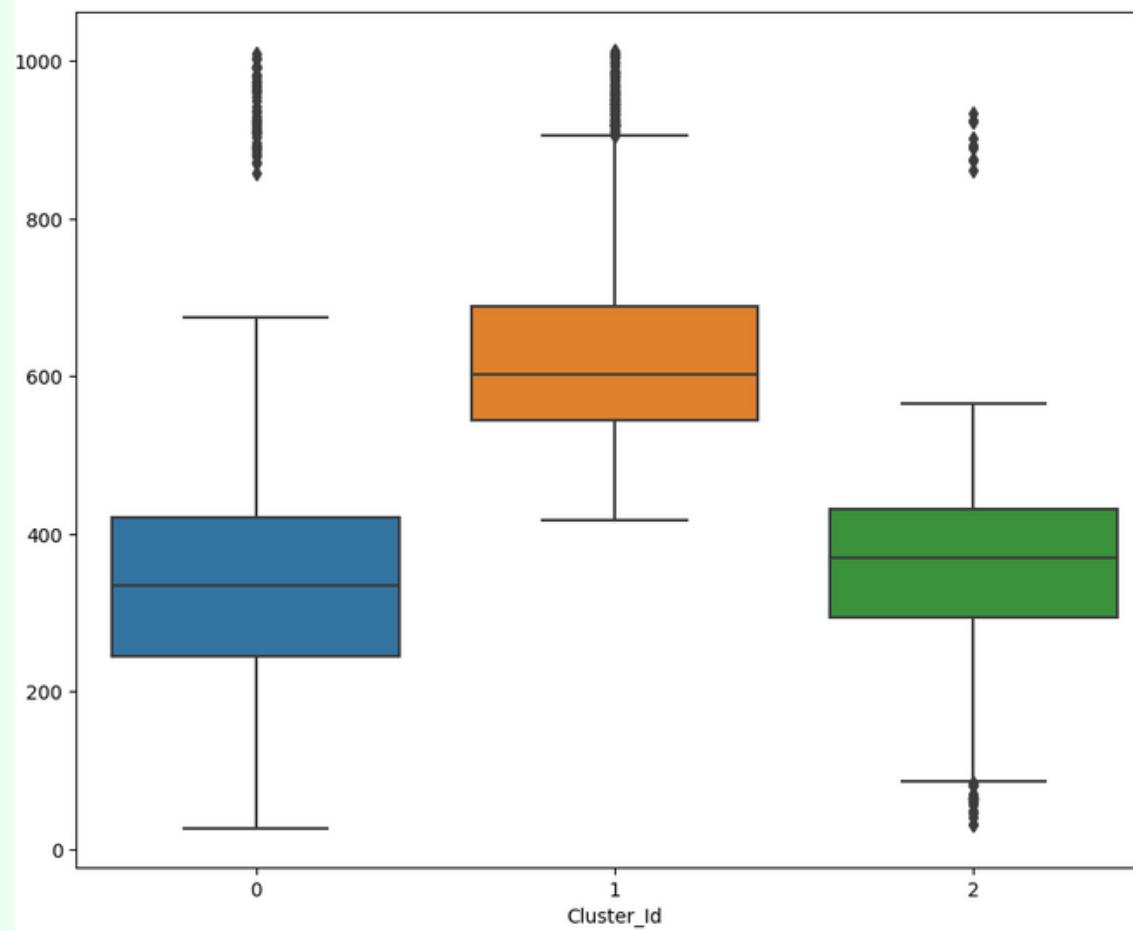


- Invest in music equipment brands
 - Victory Amplification
 - EastCoast Guitar
- Co-ownership with Chapman Guitar
- Loyal fan based with well-known YouTube channel.

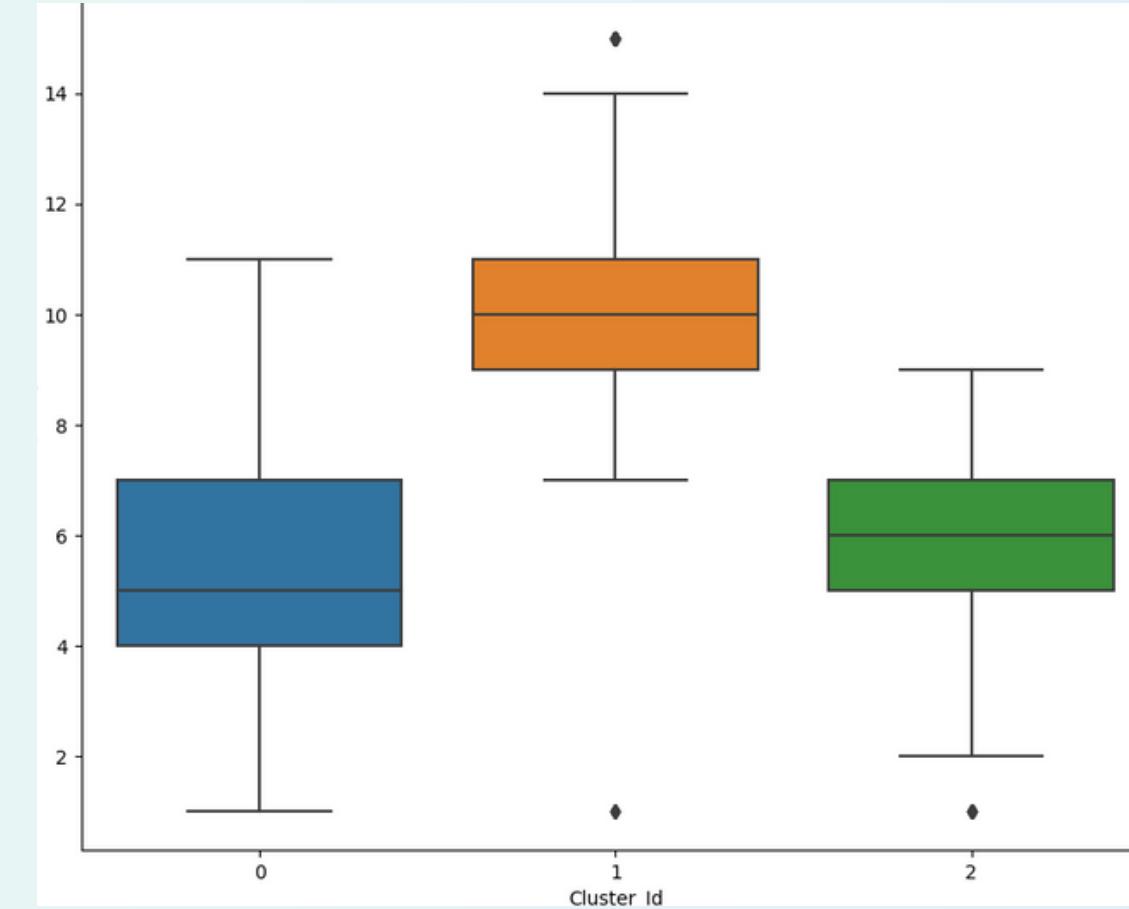
Coronavirus + Brexit era+ RFM

- Optimize supply chain
- Enhance customers' engagement and conversion.

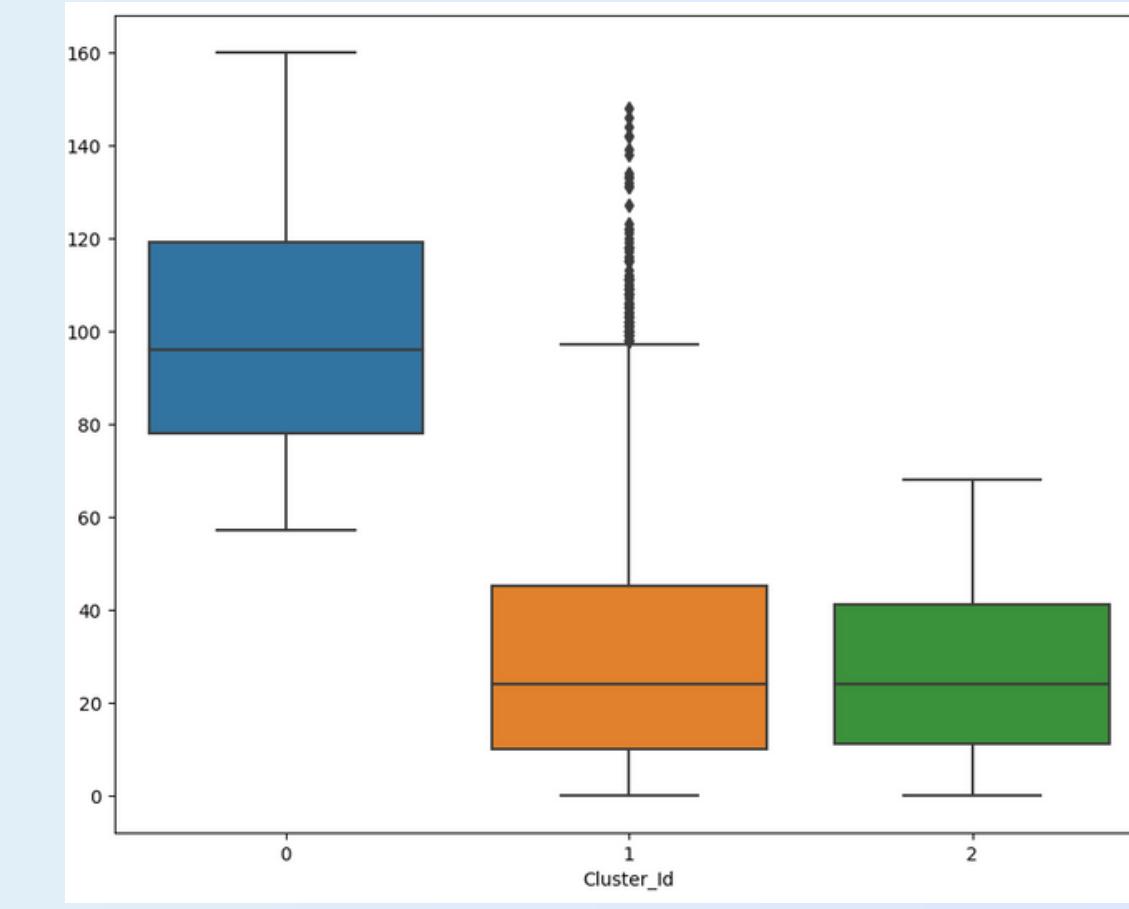
Andertons Music Implication



Amount



Frequency



Recency

	Persona	Customer segment
 Cluster 0	Novice: Accessible, and fun products.	<ul style="list-style-type: none"> Sleeper, lost The outliers: shouldn't lost
 Cluster 2	The hobbyist: Affordable, and user-friendly products.	Need attention or Promising
 Cluster 1	Professional musicians: For living	Champion or Loyal customer

AI/Digital Analytics Approach

1. Web Analytics:(Potential Group)

Time: January to February

Understand customer needs, pain points, and satisfaction levels from text data.



Designed for tracking and analyzing user behavior on websites.



NLP tasks(NLTK): Sentiment analysis and keyword extraction to derived from the frequency of certain keywords and topics.

3. Design and Optimization:(Cluster 1)

Time: May to June

A/B & multivariate test: Streamlined process of continuous testing and optimization to enhance website effectiveness.



Loyal: Create a personalized dashboard, show purchase history, preferences.

Champion: Invite to online community , to create UGC content.

2. Data Science & AI: (Potential Group)

Time: March to April

Use clustering and recommendation systems segment customers and provide personalized offers.



Personalized offer relevance, revenue per segment, and overall customer satisfaction and retention.

4. Content & Email Marketing:(Cluster 1)

Time: July to August

Optimize for SEO, keywords for incentive the customer engagement.



Loyal: Offer incentives, the referral program.

Champion: Featuring them on YouTube, personalized thank-you notes or gifts.



5. Supply Chain Management:

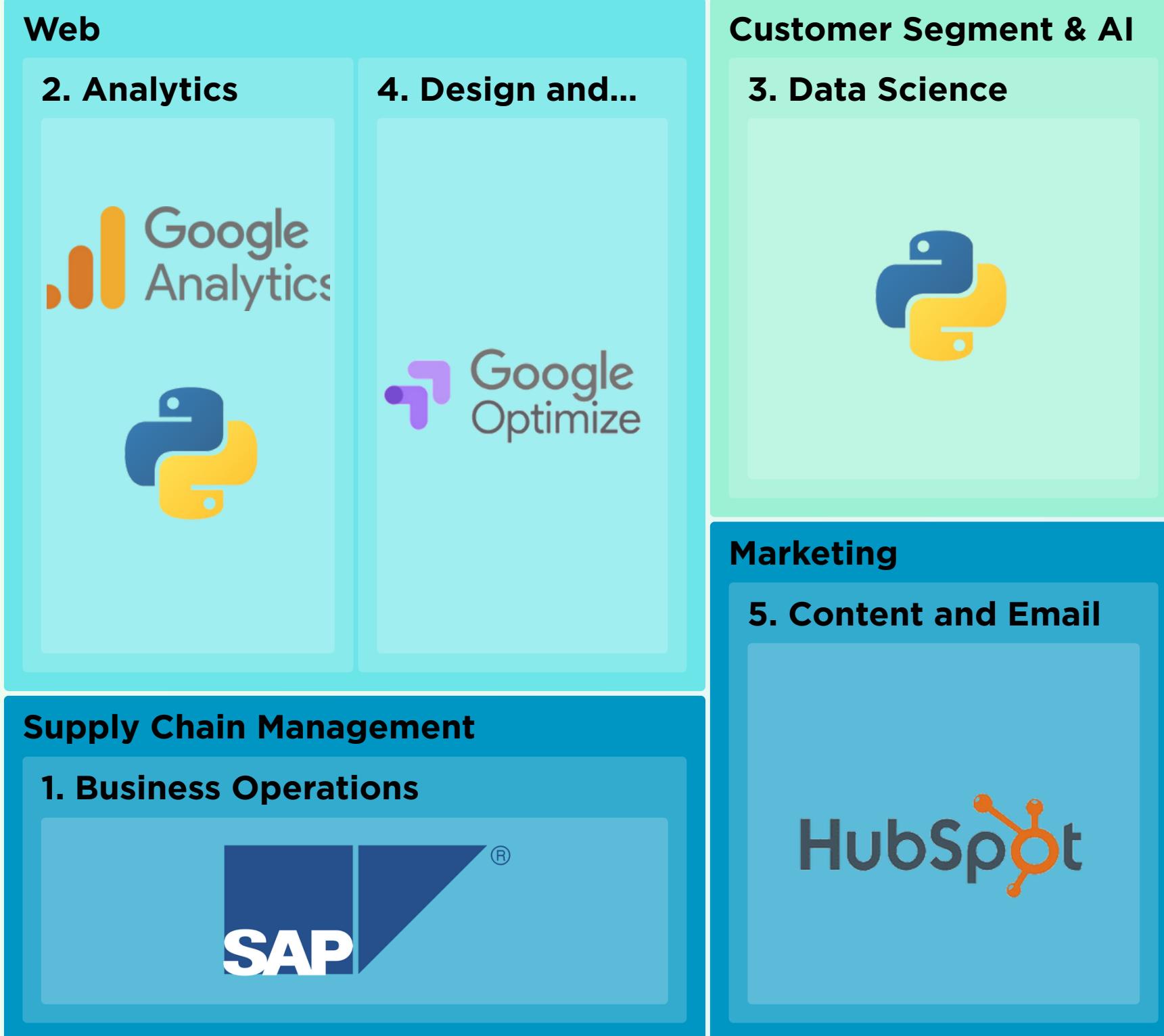
Time: September to October

Forecast the inventory management and anomaly detect the delivery service.

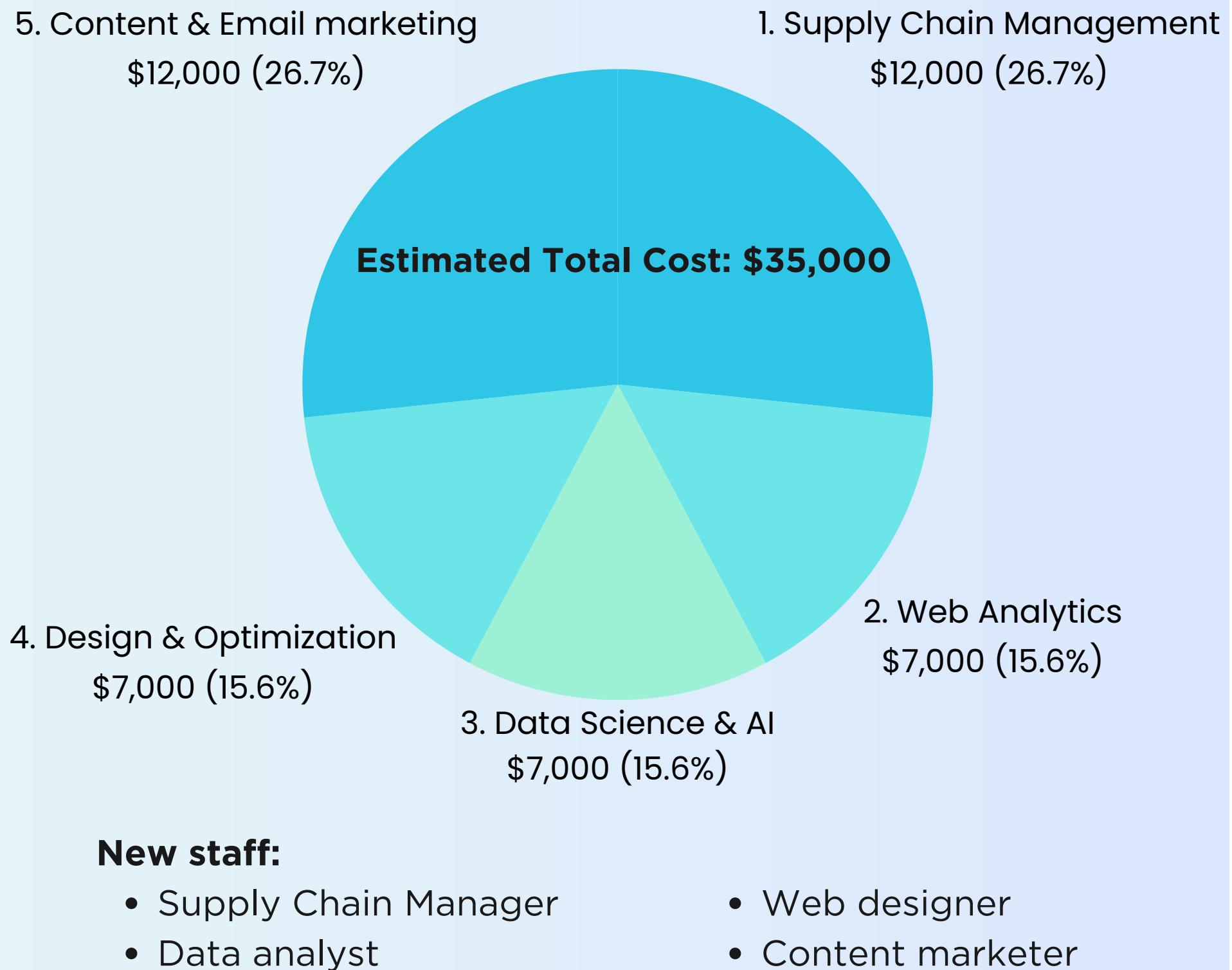


Inventory turnover, order fulfillment rates, shipment accuracy, and delivery reliability.

The MVP Plan Budget



MVP Budget



Preferences

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Thank you for Listening Digital Analytics and AI in Retailing

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