RETAIL ANALYTICS

USING THE PAST TO PLAN FOR THE FUTURE

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WHY PREFORM RETAIL DATA ANALYSIS?

Improve customer experience

Improve efficiency

Better Advertising

Forecast trends

The list goes on and on

WHAT FACTORS ARE IMPORTANT?

What information are we gathering?

How are we getting this information?

How are we using it?

WHO ARE WE OBSERVING?
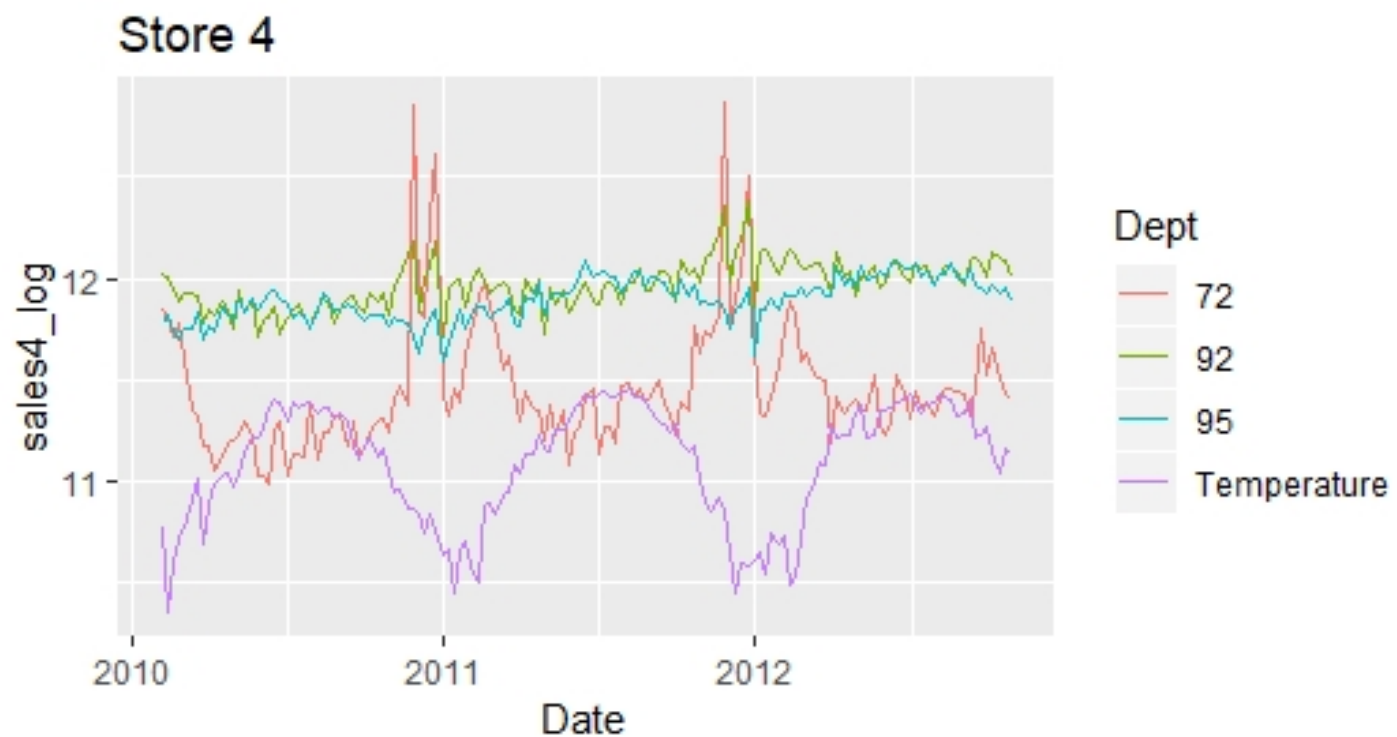
Customers

Potential customers

Suppliers

Employees

HOW THE WEATHER CHANGES RETAIL

- Accessibility
- Product need
- Supply chain

Store 4

UNEMPLOYMENT'S EFFECTS ON RETAIL

- Some effects

- Based on need

Store 20

GREAT, SO WHAT DO WE DO WITH THIS?

Understand impacts

Plan accordingly

Prepare for the future

ANY QUESTIONS?

- www.github.com/kirbyeburns /DSC680_Project_1_Retail_ Analytics