**s360 X JYSK Case Competition:  
Enhance the Online Experience with Data-Driven Insights**

**Introduction**

JYSK, a leading omnichannel retailer in furniture, is partnering with s360 to host a case competition for Business Intelligence students at BSS. This is your opportunity to showcase your analytical skills, develop innovative solutions, and gain visibility in the e-commerce industry.

**Case description**

JYSK is eager to leverage their wealth of customer data at its disposal for in-depth insights into purchasing patterns and product relationships as they wish to raise the precision and relevance of their recommendations.

A new data-driven recommendation system could potentially generate revenue from upselling/cross-selling opportunities and optimised product visibility.

Your mission is to develop a data-driven solution that increases profitability, enhances product recommendations and identifies purchase patterns.

You must either or do all three:

1. Segment customers to identify segments to target
2. Develop a recommender system or market basket analysis to predict what other products customers might like
3. Calculate customer lifetime value with historical data

**Prizes**

JYSK will make sure that the 1st, 2nd & 3rd places will be rewarded. Beyond this, all finalists will be granted the opportunity for a career consultation session with s360's Chief Commercial Officer, Mathias Hillerup.

**What's in it for you?**

* Real-world experience tackling a complex business problem
* Showcase your analytical and innovative thinking
* Network with industry leaders
* Win amazing prizes!

**Problem Statements**

*“How can JYSK use customer analytics to become more effective in identifying product relationships and cross-selling opportunities?”*

**Methodologies**

The methods and theories for solving this case are located under the methodology:

* Customer Lifetime Value - segmentation
* Customer Lifetime Value - prediction
* Association rule mining
* Segmentation based on product preferences
* Product recommendation

**Data**

There are **424.965 rows** split into **173.275 orders**, meaning ∼2,5 items per order.

Columns include:

1. date
2. order\_id
3. customer\_id
4. product\_id
5. order\_value\_ex\_vat\_ex\_freight
6. product\_title
7. customer\_zip\_code
8. product\_group\_level\_1
9. Product\_category\_level\_2

The data can be downloaded here [**link**](https://storage.googleapis.com/s360-jysk-case-competition/jysk_case_competition_final.xlsx)**.**

**Deliverables**

In groups from 2-4, you will need to upload:

1. Technical Report: Outlining your analysis process, algorithms used, and findings

(1 markdown file (R/Python))

1. Slides: Highlighting key insights and proposed recommendations

(Max. 6 reading slides)

**Evaluation Criteria**

Solutions will be assessed on:

1. *Technical skills: Methodologies and data analysis*  
   (Ana Tudoran & Morten Berg, Professor, Aarhus University, 33,3%).
2. *Business impact: Potential uplift in average basket size and repurchase rate*  
   (Ruxandra Radu, Regional Sales Manager Romania & Bulgaria, JYSK, 33,33%).
3. *Innovation: Creative approaches and potential for insights*  
   (Mathias Hillerup, CCO and Co-founder, s360, 33,33%).

**Timeline**

* Case hand-out: 18th of March at the CA lecture.
* Registration Deadline: 24th of March
* Submission Deadline: 31rd of March at 12 pm.
* Final Presentations: 4th of April.

**Get Started!**

We encourage you to think outside the box and propose solutions that can increase Jysk's profitability.

Registration Link:

[Link to registration](https://docs.google.com/spreadsheets/d/1gZyJ6Lv1X_NK4puDnBpUeNPKefzKKVrUFrsIWtJHQZA/edit?usp=sharing)

Submission:

Submit your case to [ech@s360digital.com](mailto:ech@s360digital.com) on the 31rd of March at 12 pm.

Questions?

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***We look forward to your innovative solutions!***