



EXL EQ 2018

January 2018



Provide compelling shopping experience to consumers in a shopping center using data analytics

One of the retail technology companies in the US is doing a pilot with a shopping center company, 'ABC'. ABC owns and operates a chain of shopping centers across the U.S. and is doing this pilot with a view to test out the concept of the 'Mall of the future', i.e. provide truly differentiated and personalized shopping experience. One of their biggest investments is in the property at San Francisco. The San Francisco center is home to more than 100 retail stores and attracts a footfall of close to a million every month. In the last 5 years, the San Francisco center has seen a decline in revenue even though the footfall has not reduced.

Mr Y, the head of San Francisco center property has conducted various studies which show that a big driver of the drop in revenue is the emergence of online shopping and the improved shopper experience on digital channels. Many shoppers indulge in showrooming – visit a store to examine a product before buying it online at a lower price. His team also told him that sales dipped rapidly during a particular 3 month period in 2016. Also, few customers' complaint to Mr Y that they have to walk a lot to get to their desired shops and sometimes they do not get what they are looking for.

To stay relevant in a highly digital world, Mr Y wants to revamp the shopper experience in his center by creating an amalgam of digital and physical experiences in a shopping mall. In an effort to do this, the center wants to make physical shopping frictionless by introducing personalized ad screens, center navigation systems, conversational commerce, etc. Mr. Y is also deliberating multiple marketing options like discounting, offline vs online marketing, advertisements etc. As an initial step towards tailoring these cutting edge experiences, Mr Y wants to build foundational shopper knowledge by doing the following:

- Developing an understanding of shopper's store and location preferences inside the shopping center
- Predicting shopper's in-store browsing / showrooming preferences to create compelling experience in the mall
- Targeting the right shoppers based on the above predictions to generate maximum ROI for venue's marketing efforts

The retail technology company has partnered with EXL to build this foundational knowledge. Mr. Y and his team will provide the following data to EXL:

- > Geo location data (Ping Information) of shopper's movement inside the mall based on indoor positioning technologies (Jan'16 - Jun'17)
- > Shopping mall's store – latitude / longitude mapping
- > Shopping mall's store – store category mapping
- > Demographic data of shoppers visiting the mall

The following output is expected of the teams working on this case study:-

Give your top recommendations that will help Mr. Y to achieve his objective of more shoppers buying products from the mall and hence more revenue. Explain your methodology.

To answer the above question, you can:

- > Identify visit patterns seen across the Mall. Visit patterns can be specific to either a demographic segment or a store / store – category.
- > Optimize the layout of the shopping center
- > Work on Mr. Y philosophy of targeting the right person through the right channel at the right time at the right place.

The above are only illustrative of things that can be done to help Mr. Y.

Feel free to use authentic 3rd party data as per your requirements. In case you do, kindly mention the source in your solutions

Your solution should cover Recommendations and their Assumptions and Methodology in not more than 6 slides (excluding the title slide).

Output should be in **power point (.pptx) format only.**

Format of the submitted file name should be EXL_EQ_2018_<teamname>_<collegename>