

Project: Business Intelligence – Retail - Executive Summary

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Core Data Science Statement (PIKE) – Business Intelligence – Retail (B2C - Business to Customers)

(P) Problem – Relevant Question

Retail Business is facing (already for years) pretty dramatic challenges. Shift from classical “Brick and Mortar” shops to online sales which dramatically increased number of competitors, which suddenly are not only local stores but rather companies from all around world, competing for each single customer, subsequently pressuring prices down, leading to shrinkage of margins and decrease of profits. These new trends demand new business strategies and processes where knowing and understanding data has become a crucial part of business success.

(I) Intervention – Primary Approach

I used different tools in order to optimize quality of results and invested time and effort.

- **Pathon**
 - **PGAdmin4**
 - **MongoB**
 - **KNIME**
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(K) Kontrollintervention – Alternative Methods

As already mentioned, there are many ways to obtain, analyze and present results. Since we are dealing here with analyzing and presenting historical data regardless of which method would be used, results and conclusions must be same.

(E) Evidence – Target Outcome

The goal is to use available data and get to understand the business and improve decision- making in the future.