

The background features abstract, low-poly geometric shapes in various shades of blue and green. These shapes are scattered across the slide, with some appearing as large, prominent structures and others as smaller, floating fragments. The overall aesthetic is modern and tech-oriented.

Case study

# **PREDICTING CONSUMER TASTES WITH BIG DATA AT GAP**

DIGITAL TRANSFORMATION  
AND ARTIFICIAL INTELLIGENCE

Presenter: **GROUP 6**

# MEET OUR TEAM



**Quoc Viet**

**Ai Nhi**


**Kien Duy**

**Thuy Tien**

**Hoa Ky**



## CONTENTS

- State the objectives
  - Issues need to be solved
  - Evaluation of the solutions
  - Recommendation
  - Implementation
  - Conclusion
- 

# STATE THE OBJECTIVES

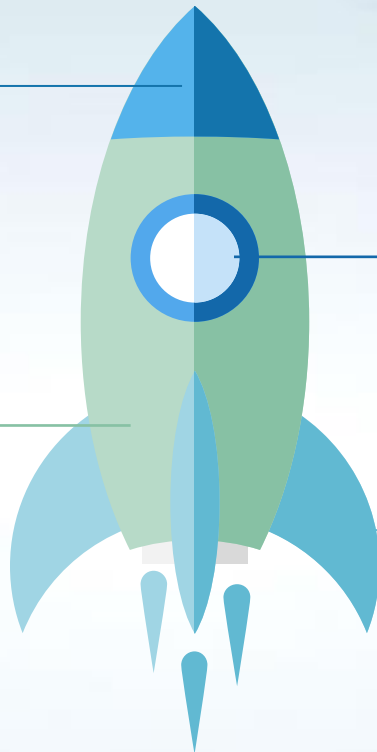
The objective of the proposal

01 Increase revenue, regain market share position in the business sector, and enhance Gap Inc brand

03 Using big data to predict new fashion trends collaborate with the creative director

02 Withstand the prevailing competition in the apparel industry

04 Market expansion



# STATE THE OBJECTIVES

Supplement the objective with numbers

Increase your company's  
total income by 10% over the  
next two years

Increase overall brand  
awareness



Reduce production  
costs by 5% over the  
next three years

Increase your company's  
share of its market by 10%

# ISSUES NEED TO BE SOLVED

Sales decline and dropping brand consideration



Not invested in and improved their online presence



Retail stores are really affected



Competitors enter the industry



Difficult to predict future consumer preferences

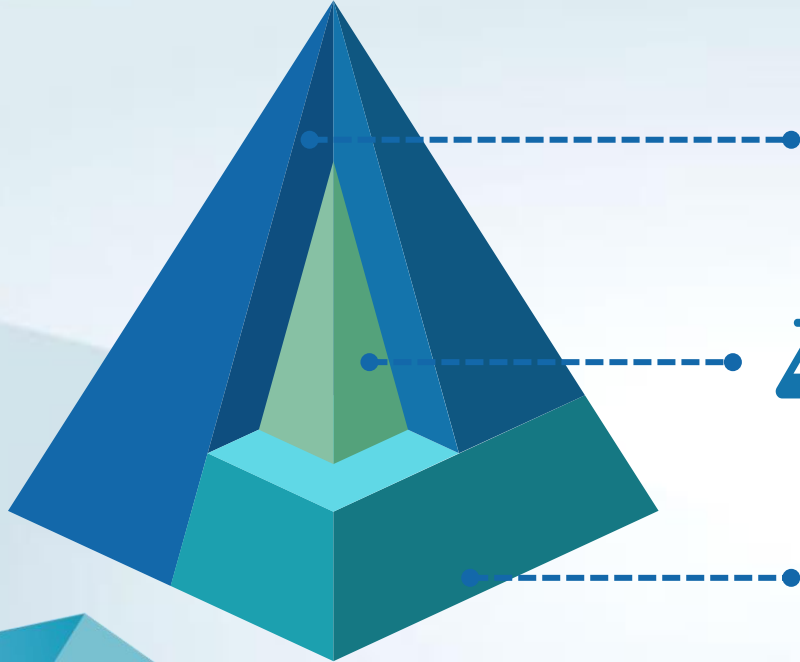


Using only big data and firing creative directors



# EVALUATION OF THE SOLUTIONS

## Criterion



Bring the company back to its original position and grow further



Capturing the needs of customers quickly and in a timely manner



Successfully applying digital & big data to the sales of goods

# EVALUATION OF THE SOLUTIONS

## Options





# EVALUATION OF THE SOLUTIONS

## PROS

- Reflects market preferences; eliminates guesswork and forces rigorous decision making based on facts.
- Provides instant feedback that can impact design and performance quickly.
- It worked well for our competitors.
- Tastes are stable across time and do not change rapidly.

## CONS

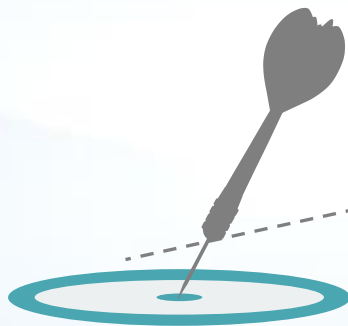
- Data cannot be used to set trends and tastes.
- Data driven creative processes will not offer any competitive differentiation.
- Production decisions may not be fruitful.
- Customer's personal information may be leaked.
- Annoying customers.

# RECOMMENDATION

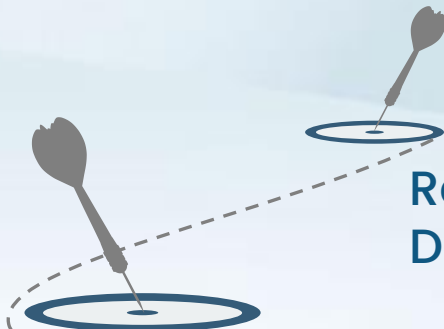
## Details of recommendation



Relook on Amazon  
Selling Platform Option



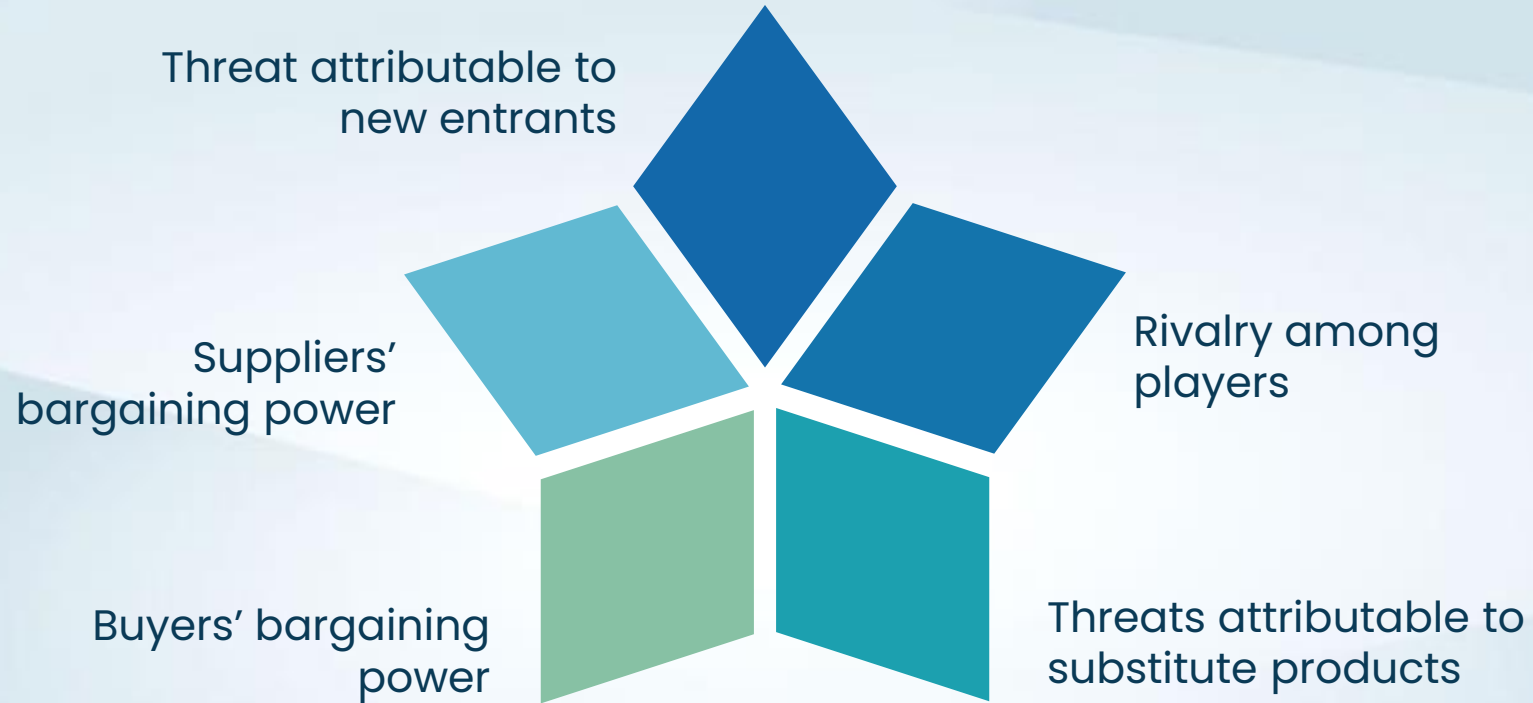
Going for the Hybrid  
Design Model



Resuming the Creative  
Directors in GAP

# RECOMMENDATION

## Five Forces



# RECOMMENDATION

## Five Forces

### **Threat attributable to new entrants**

- Utilize modern technology to develop innovative products.
- Increase its sales volumes.
- Allocate more resources and efforts to research and development to review and set regularly.

# RECOMMENDATION

## Five Forces

### **Suppliers' bargaining power**

- Establishing a stable supply chain encompassing multiple suppliers to minimize the collective strength of suppliers.
- Develop product designs utilizing different raw materials.

# RECOMMENDATION

## Five Forces

### **Buyers' bargaining power**

- Expanding the customer base to minimize their bargaining power and streamline production and sales activities.
- Innovate new products.
- Diversifying its services and products to meet customers' tastes, preferences, and needs.
- Increase the switching costs a customer could incur when shifting loyalty to other firms.

# RECOMMENDATION

## Five Forces

**Threats attributable to substitute products**

**Rivalry among players**

Sustainably differentiating its products, adopting economies of scale, and collaborating with rivals in the industry.

# RECOMMENDATION

## STRENGTHS

Spreading its stores across the globe to spread risks

Adequate supply chain and a broad supplier

Global brand recognition



## WEAKNESSES

Loss of market power, erodes the market share

Difficult to control consumers

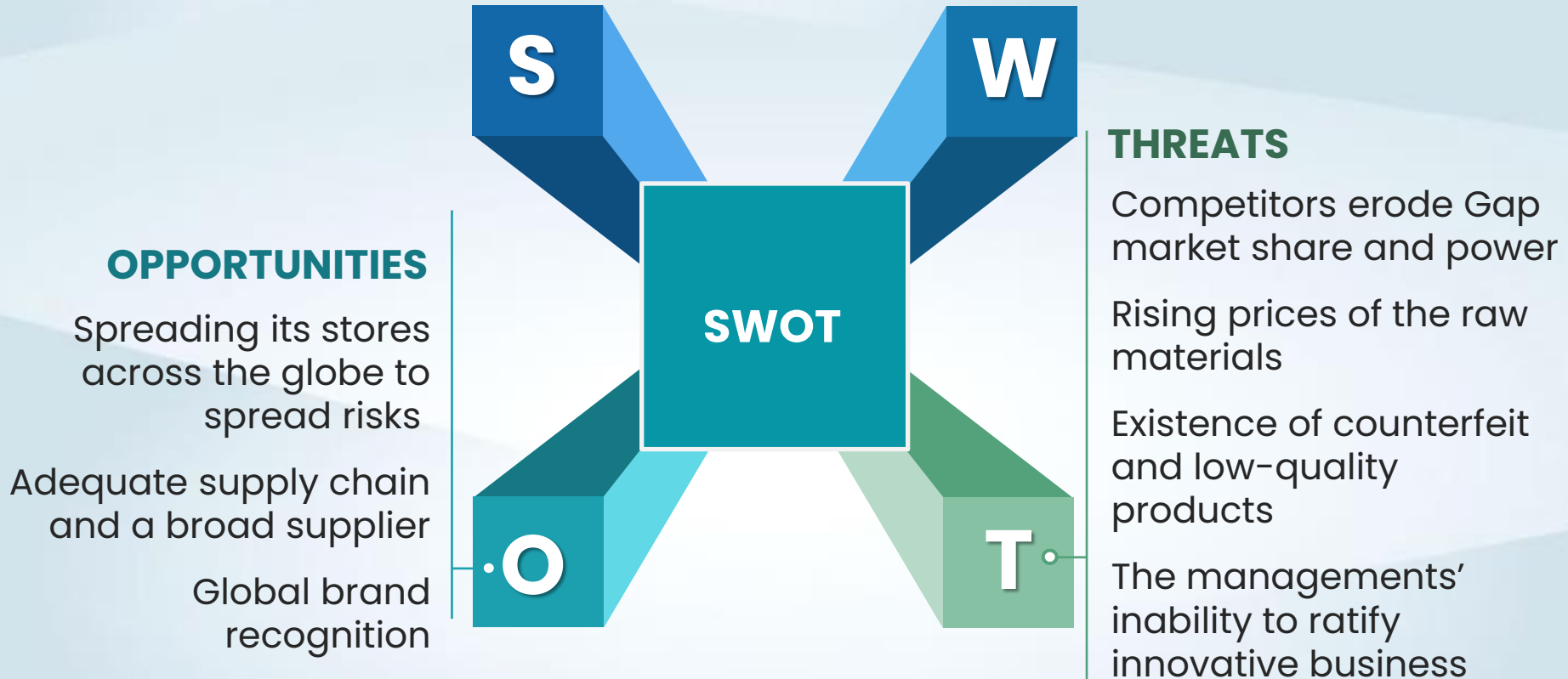
Weak organizational culture

Low variety of products

Brand switching



# RECOMMENDATION



# IMPLEMENTATION

## Next Steps for GAP with no Amazon



Marketing  
Strategies



Discount  
Strategies



Costs &  
Pricing



Supply Chain  
Process

# IMPLEMENTATION

## Timeline



**Marketing  
Strategies**

Revisiting marketing strategies of  
GAP and focus more on increasing  
visibility on social media



Dis  
Stro

# IMPLEMENTATION

## Timeline



M  
St **Discount  
Strategies**

Providing seasonal discounts and sales will help convert more customers



# IMPLEMENTATION

## Timeline



**M**  
**St**

**D**  
**St**

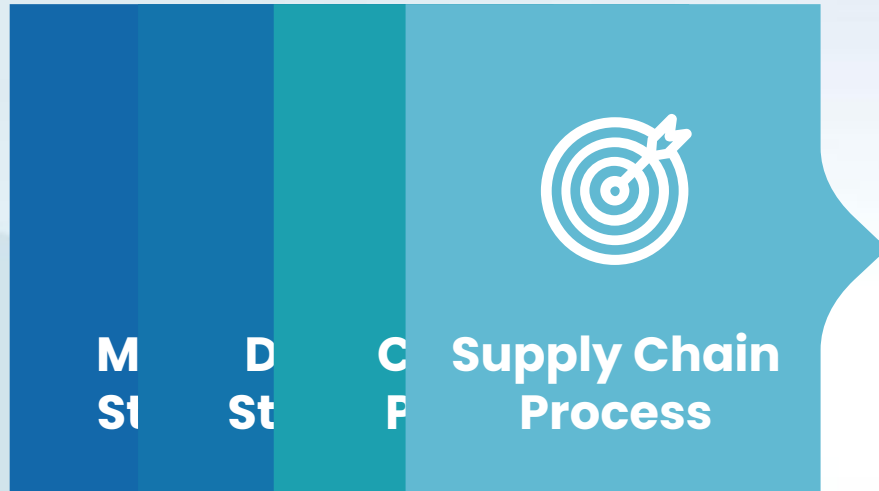
**Costs &  
Pricing**

Review the pricing and costs of products offered

**Sup**  
**P**

# IMPLEMENTATION

## Timeline



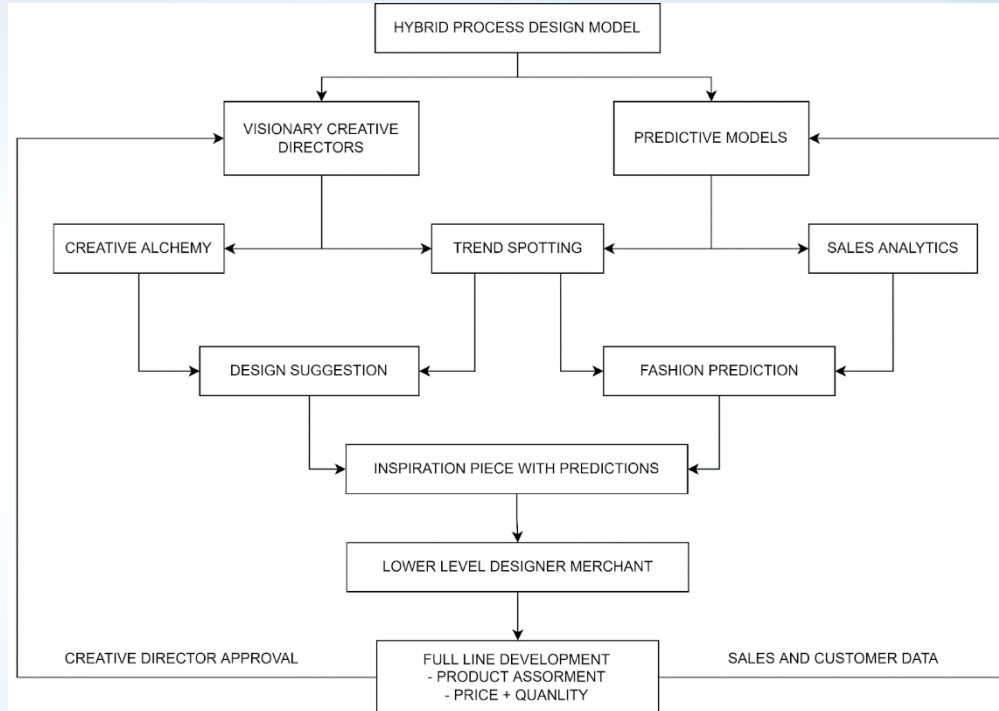
Modify the supply chain process to meet a fast moving market

# IMPLEMENTATION

## Combining Creative Director and Big Data

Ensure Gap has a creative director who represents the brand's distinct style

## Establishing a Hybrid Design Model



# IMPLEMENTATION

## Combining Creative Director and Big Data

Use technologies that work with big data and various social networking sites to support



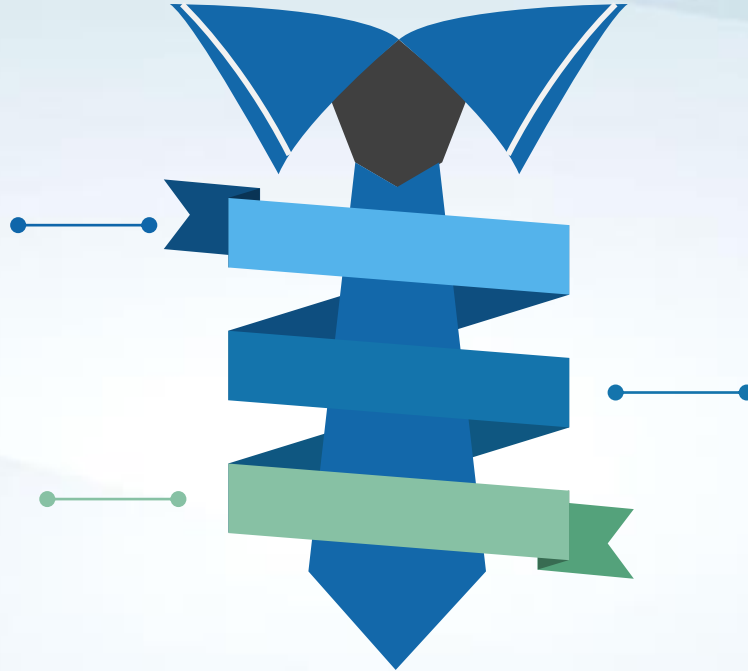


# IMPLEMENTATION

## Risk mitigation

Several systems and procedures to identify and manage risks

At the physical asset level, Business Continuity Planning (BCP) team analyzes, prioritizes and helps mitigate risks



CEO, Board of Directors and Senior Leadership team sign off and use the ERA to monitor and mitigate risks



**THANK YOU**

DIGITAL TRANSFORMATION  
AND ARTIFICIAL INTELLIGENCE

Presenter: **GROUP 6**