ANSWERS

QUESTIONS

Question 1.

In this particular case, hiring a data analyst may seem unnecessary yet, as marketing already provides sales performance reports. However, the difference lies in the depth, volume and strategic foresight of the analytical data obtained, especially when it comes to expanding internationally and entering an e-commerce market. In this particular case, a data analyst plays a key role and here's why:

- A marketing team normally creates descriptive reports, which usually include KPI's: how many items were sold, successful/unsuccessful campaigns, revenue etc. It is very valuable information, but mainly retrospective in nature. In turn, a data analyst transforms raw data into predictive and prescriptive insights, helping the company not only understand what happened, but also foresee what might happen and decide on next steps.
- Nowadays, with the help of modern technologies, data analyst can combine different metrics and data streams like fashion, buyer behaviour, pricing (and more) into a whole decision-making model, something that current marketing team are not typically trained to do.
- The main trend in 2025 is personalisation - every business field grows because of personalised recommendations. "Customers want shopping experiences that reflect their personal preferences. While meeting these expectations can be challenging, it's crucial for success in today's fast-moving ecommerce landscape." [1]
- While working in a company, the role of data analyst is not limited to operational activities - participation in tech-fashion seminars or events can count as an innovative component. After gaining some niche knowledge and analysing data, an analyst may find some insights on product style, demand or returns. This works as a more stronger link between data and product innovation.
- A data analyst is someone who keeps up with modern technologies and. As a professional, a data analyst will study and explore new technologies and software to optimise working processes, and if necessary will implement them.

[1] Citation: https://www.netguru.com/blog/generative-ai-personalized-product recommendations

According to a 2023 survey cited by Exploding Topics [2], 91.9% of organisations reported that their investments in data analytics provided measurable value, highlighting the overall impact of analytics on business performance. In our case,

Conclusions: The importance of a data analyst is more about gaining deep insights, forecasting, and implementing new technologies and innovations. Potential benefits of hiring a data analyst also include higher productivity, better customer satisfaction, and more competitive decision-making. In our case, hiring a data analyst will be a smart and strategic decision.

[2] Data: https://explodingtopics.com/blog/data-analytics-stats

Question 2.

In our case, we should start from the point that content creation and social media monitoring teams are related but fundamentally two different disciplines within marketing and communications. Content creation is proactive, focusing on creating engaging materials, while social media monitoring is analytical. Together, they complement each other by using insights from monitoring to guide content.

Table of team differences

	Content Creation Team	Social Media Monitoring Team
Focus	Producing original content	Tracking and analysing
Core Skills	Storytelling, copywriting, photo/video editing, branding	Overall analysis, listening tools, crisis and reputation detection
Primary Objectives	Engagement, education, entertainment, targeting	Understanding audience, spot risks/opportunities, strategic decisions
Key Metrics	Engagement, reach, conversions	Mentions, sentiment, share of voice, engagement levels, reach/impressions, response time

As shown in the table above, content creation and social media monitoring teams should follow different strategies because their focus, objectives, and outputs are different. The content team's role is to tell the brand's story, meanwhile, the monitoring team's role is to listen, analyse and interpret what customers are actually saying. A finding discovered by eMarketer [3]shows that 39% of Gen Z clothing buyers discover brands on social media, which means the content team should focus on long-term creative storytelling, while the monitoring team tracks real-time conversations and emerging trends. But it is important to highlight - the content team should create posts in accordance with the marketing department's guidelines, as its purpose is to consistently communicate information about the brand and its campaigns. On the other hand, the monitoring team should follow recommendations of the data analyst, as its role is to track conversations, identify trends, and measure sentiment in real time.

Conclusions: his separation of strategies ensures the brand delivers consistent messaging while staying agile to the fast-moving cultural signals that drive customer discovery. This approach also creates a feedback loop in which all

[3] Data: https://www.emarketer.com/content/many-gen-zers-product-brand-discovery-happens-on-social-media

teams, including data analyst, continuously improve creative outcomes, enabling the company to innovate while staying closely attuned to customer expectations.

Question 3.

Let's start from the base: capturing customer activity in physical stores and scanning product labels has a clear purpose. The purpose is to create a database of customer, potential customer and non-customer behaviour. This database shows every detail - what people were looking for, what was sold, what kind of company's activities and promotions influenced them, and the potential problem/cause of the failed sale.

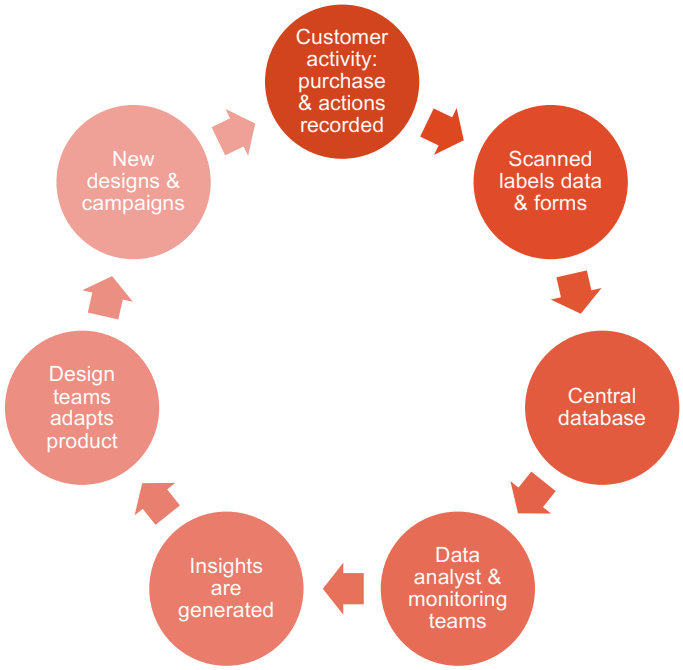

Image 1: Reporting life cycle, created by the Author: R.V.R.

As shown in Image 1, the created database provides the design team with invaluable information. It allows them to see the performance of the product - what worked and also where the design may not have achieved its goal.

Real-world research by McKinsey [4] found that companies investing in AI and modern technologies experienced faster growth in sales, employment and market value, driven largely by increased product innovations. In our case, the reporting system allows the company to create a live database of customer preferences that is updated every season. This will provide an understanding of actual

[4] Survey & Data: https://www.mckinsey.com/~/media/McKinsey/Business%20Functions/McKinsey%20Analytics/Our%20Insights/Global%20survey%20The%20state%20of%20AI%20in%202021/Global-survey-The-state-of-AI-in-2021.pdf

demand in each store and country, therefore, the designer team can use it for creativity, experiments and innovations.

Conclusions: In the context of the created database, the label scanning system simplifies the designer's work by automating the flow of structured data, which includes sold items, colours, design, etc. Instead of relying fully on feedback from store colleagues, they receive captured, fact-based analytical data (or raw reporting data). This process helps them to adjust materials, product scale and design in the future, which leads to increased sales and company profitability.

Question 4.

The differences between physical stores and online sales are not just about where the product is sold, but also about the connection with customers, the data collected, and the brand experience that occurs.

Main differences between physical stores and online

	Physical Stores	Online Sales
Trust building	Trust is built instantly through personal contact and the opportunity to try out the product.	Built trough branding reviews, influencers, customer & return policies.
Customer experience	Multi-sensory which include touch, feel, try-on, face to face assistance.	Only visual and digital.
Customer connection	Builds emotional connection by real life assistance and service.	Depends on storytelling, personalisation and brand environment.
Speed of feedback	Feedback collected by store colleagues, surveys or e-mail.	Almost instantly by analytics or monitoring team, therefore, clicks, views and conversions.
Flexibility	Hard to quickly change the layout or product range, as approval from senior management is needed.	Easy for testing: campaigns, A/B, analytics, KPI or pricing.
Promotion scale and impact	Mostly localised: in-store, pop-up's, events or seasonal.	Global reach: SEO, targeted ads, viral product, influencers, and algorithmic pushes.
Inventory	Scanned labels show exact position and location.	Automated dashboard shows live stocks and warehouse.
Data colected	Rich behavioural context: attendance, time spent, customer questionnaires, feedback from both staff, and customers.	Digital trails like clicks, browsing patterns, abandoned carts, and purchase history.
Cost and logistics	Can be high of the rent, store staff and utilities.	Less fixed costs, but more costs for order fulfilment, delivery, and returns.

Overall, it is logical that both physical stores and international online sales should share similar foundations, especially in branding and its message, but they cannot be the same because their customer interaction and touchpoints vary.

Conclusions: the Author can infer from the table above that England's stores and international online sales should not be the same in creating a promotional strategy, because England offers physical touchpoints with customers, and international online sales do not. They rely on slightly different audiences, store base, trust-building, both experiences, personalisation journeys, and campaigns. However, in England, the company also operates physical stores, which creates

opportunities for implementing omnichannel strategies that can be particularly taken from the international online promotion strategy.

Question 5.

Any data is valuable data, but the type and depth of information will vary, and how critically it varies can be researched through time and experience. Service centres can provide valuable information if used strategically - as colleagues do in the physical store, service centres can observe customer behaviour and record any information or data relating to the customer or product. Even if physical stores have a deeper understanding of customer touchpoints, sales centres can provide a deeper understanding of why customers were dissatisfied or what can activate a rebuy.

On the other hand, physical stores can learn from foreign service centres their best practices. Service centres are like a feedback engine - they can provide information about their best customer service experience or novelties. And if necessary, introduce this information to the corporate level. For example, they can capture why products are often returned, or the improved return process, or even feedback on the company's policies. As J-P De Clerck [5] said in his article The Customer Experience and Contact Center Challenge: " It's important to remember that critical moments for customers are critical moments for the business as well and this goes for both for positive and negative experiences. McKinsey research – described in a 2006 article, "The 'moment of truth' in customer service, emphasized how emotionally charged interactions, often occurring when customers have a problem or seek advice, offer opportunities to create emotional bonds across customer experiences and moments of truth that matter most to customers".

Conclusions: Foreign service cannot provide the same insights into potential customers as physical stores, since they interact with people mostly after a purchase. Service centres serve as a dual feedback channel: they can provide unbiased data on product flaws and subjective opinions on customer needs or experience. Together, these two levels help the company improve both what it sells and how it treats its customers, which leads to sales increases and a positive word-of-mouth reputation.

[5] Citation: https://www.i-scoop.eu/customer-experience/customer-experience-contact-center-challenge

Question 6.

From the business perspective, product exchanges and returns can be considered as a financial liability, but in the modern world and technologies, with the help of big data tools, they become a strategic opportunity. Every step, starting from labelling to customer feedback, generates lots of data that the company can convert into useful insights. Instead of treating these transactions as individual event, big data technologies connect thousands of cases to identify and predict patterns. Activities that can be improved with the help of big data technologies:

- Scanned label data processing: in this case, Apache Spark [6] can assist in processing millions of scanned labels in real time across various markets.
- Return form analysis: Hadoop HDFS[7] and Tableau will store massive historical data for analysing long-term trends, and it can be visualised.
- Customer interaction feedback: Google Cloud Natural Language API[8] can detect emotions and intent in real time.
- Inventory redistribution and returns: Apache Kafka & Spark Streaming can assist in reallocating stock between warehouses in real time.
- Predicting product return volumes: time series forecasting in Spark ML will assist in predicting product return peaks.
- Product design feedback: Tableau dashboards will visualise up-to-date information for designers in graphs.
- Customer journey optimisation: Google BigQuery[9] allows multiple data sources to be integrated for unified analysis.

If a company wants to start with one common Big Data technology, Apache Spark can be the base technology: starting with data integration and analysis, then connecting to specialised platforms such as ReverseLogix for returns management or BigQuery for cloud computing scalability.

From the customer perspective, big data makes the process faster and more personalised. Machine learning models can predict the most likely replacement that will satisfy the customer before they even finish explaining their problem. Sentiment analysis tools could scan service centre reviews or live chat/call transcripts, to detect frustrations and suggest the most optimal solution.

Conclusions: Big data tools, including Apache Spark, Cassandra, Hadoop, BigQuery and Tableau, empower companies to process large amounts of customer and return data, personalise responses, predict trends, automate data

[6] Data: https://spark.apache.org
[7] Data: https://www.vastdata.com/blog/storage-in-the-era-of-big-data-and-analytics
[8] Data: https://cloud.google.com/natural-language/docs/analyzing-sentiment
[9] Data: https://cloud.google.com/bigquery?hl=en

stream and analysis, as well as optimise logistics. This transform returns into a continuous learning cycle that improves both customer satisfaction and business KPI, which leads to higher revenue and reduced operational waste.

Bibliography:

- https://business.columbia.edu/research-brief/secret-to-getting-consumers-to-trust-personalized-recommendation-services
- https://cloud.google.com/learn/what-is-big-data?hl=en
- https://explodingtopics.com/blog/data-analytics-stats
- https://lpsonline.sas.upenn.edu/features/5-key-reasons-why-data-analytics-important-business
- https://www.bain.com/insights/how-brands-can-embrace-the-sustainable-fashion-opportunity/
- https://www.cambridgespark.com/blog/5-ways-data-analytics-can-boost-your-operational-efficiency
- https://www.databricks.com/blog/2020/01/27/time-series-forecasting-prophet-spark.html
- https://www.deepl.com/en/translator
- https://www.emarketer.com/content/many-gen-zers-product-brand-discovery-happens-on-social-media
- https://www.emarketer.com/content/state-of-uk-fashion-ecommerce-2025
- https://www.emarketer.com/content/worldwide-retail-ecommerce-forecast-2025-midyear-edition
- https://www.globalresponse.com/blog/call-center-optimization-big-data-analytics
- https://www.i-scoop.eu/customer-experience/customer-experience-contact-center-challenge
- https://www.iqmetrix.com/blog/do-in-store-and-online-analytics-differ
- https://www.mckinsey.com/~/media/McKinsey/Business%20Functions/McKinsey%20Analytics/Our%20Insights/Global%20survey%20The%20state%20of%20AI%20in%202021/Global-survey-The-state-of-AI-in-2021.pdf
- https://www.mckinsey.com/~/media/mckinsey/industries/retail/our%20insights/state%20of%20fashion/2023/the-state-of-fashion-2023-holding-onto-growth-as-global-clouds-gathers-vf.pdf
- https://www.reverselogix.com/industry-updates/the-role-of-data-analytics-in-improving-returns-management/
- https://www.vastdata.com/blog/storage-in-the-era-of-big-data-and-analytics
- Provost, F., & Fawcett, T. (2013). Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking. O'Reilly.