Executive Summary

In 2013, over 185 million unique guests shopped at Target in the US and Canada. Of the 185 million guests, Target is able to personally identify 122 million individuals. Understanding guest behavior is a top goal for 2014, but as of now there is no metric to monitor basic guest behavior metrics through time. As Target continues to advance along the analytical model, trending guest behavior over time is the next hurdle to successfully garner maturation and business aptitude in the changing retail marketplace.

The following major goals were successfully completed in 2013 that now makes it possible to analyze guest behavior in a time context:

* Establishment of Stable Guest Logic on all Guest Data
* Migration to Teradata Warehouse that Optimizes Query Metrics
* Greater than 50% Identification Rate for Overall Target Guests

As a result of the above accomplishments, project MetaGuest will allow Merchants to see a more complete story of core guest behavior at Target including:

* Spend Per Trip Based on Personal Identification Segments through Time
* Trips Per Month/Week/Annual Based on Demographic Profile through Time
* Item Purchases Based on Specific Customer Segments through Time

In the past, Target could only see static snapshots of guest behavior, but project MetaGuest will allow the business to see the guest in color (behaviors, buying patterns, loyalty) for the first time.

Project MetaGuest falls within the 2014 roadmap for success and lies within the matrix run innovation project guidelines. In order to reap as much benefit as possible, this project is time constrained. All resources and infrastructure are supplied within the Target organization structure.

As a result of the events that unfolded over the holiday season, Target has an urgent need to understand how and where guest behavior has changed. Project MetaGuest will answer these questions front and center. Now is the time to better equip merchants with tools to navigate the ambiguous business situation. Thank you for taking the time to review the project plan for MetaGuest.

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|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ID | **Duration** | Task | Budget (Hours) | |  | | --- | | Weeks | | | | | | | | | | | | | |
|  |  |  |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| A | 5 | Establish Guest RFV | 5 | 5 |  |  |  |  |  |  |  |  |  |  |  |  |
| B | 5 | Establish Lifestage | 5 | 5 |  |  |  |  |  |  |  |  |  |  |  |  |
| C | 10 | Guest Trips and Spend | 10 | 10 |  |  |  |  |  |  |  |  |  |  |  |  |
| D | 10 | Trend Stable Guest Logic | 10 | 10 |  |  |  |  |  |  |  |  |  |  |  |  |
| E | 10 | Document Key Metrics | 10 |  | 10 |  |  |  |  |  |  |  |  |  |  |  |
| F | 4 | Design MicroStrategy | 4 |  |  | 4 |  |  |  |  |  |  |  |  |  |  |
| G | 6 | Design Tableau | 6 |  |  | 6 |  |  |  |  |  |  |  |  |  |  |
| H | 8 | Document Dashboard | 8 |  |  | 4 | 4 |  |  |  |  |  |  |  |  |  |
| I | 8 | Establish ADW | 8 |  |  |  | 6 | 2 |  |  |  |  |  |  |  |  |
| J | 8 | Establish EDW | 8 |  |  |  | 6 | 2 |  |  |  |  |  |  |  |  |
| K | 6 | Document Data | 6 |  |  |  |  | 6 |  |  |  |  |  |  |  |  |
| L | 4 | Write SAS code | 4 |  |  |  |  | 2 | 2 |  |  |  |  |  |  |  |
| M | 6 | Write Teradata code | 6 |  |  |  |  | 2 | 4 |  |  |  |  |  |  |  |
| N | 8 | Write Hadoop code | 8 |  |  |  |  | 2 | 6 |  |  |  |  |  |  |  |
| O | 6 | Back Interpret | 6 |  |  |  |  |  | 4 | 2 |  |  |  |  |  |  |
| P | 8 | Report for Management | 8 |  |  |  |  |  |  | 8 |  |  |  |  |  |  |
| Q | 8 | Pilot | 8 |  |  |  |  |  |  |  | 8 |  |  |  |  |  |
| R | 6 | Document Findings | 6 |  |  |  |  |  |  |  | 2 | 4 |  |  |  |  |
| S | 12 | Make SQL Iterations | 12 |  |  |  |  |  |  |  |  | 6 | 6 |  |  |  |
| T | 12 | Make IR Iterations | 12 |  |  |  |  |  |  |  |  | 6 | 6 |  |  |  |
| U | 10 | Showcase Changes | 10 |  |  |  |  |  |  |  |  |  | 4 | 6 |  |  |
| V | 4 | Create PowerPoint | 4 |  |  |  |  |  |  |  |  |  |  | 4 |  |  |
| W | 8 | Create Demonstration | 8 |  |  |  |  |  |  |  |  |  |  |  | 8 |  |
| X | 4 | Run Presentation | 4 |  |  |  |  |  |  |  |  |  |  |  | 2 | 2 |
| Y | 2 | Collect Feedback | 2 |  |  |  |  |  |  |  |  |  |  |  |  | 2 |
| Z | 4 | Wrap-up | 4 |  |  |  |  |  |  |  |  |  |  |  |  | 4 |
| Total | 182 | Week Total (Hours) | | 30 | 10 | 14 | 16 | 16 | 16 | 10 | 10 | 16 | 16 | 10 | 10 | 8 |
|  |  | Running Total (Hours) | | 30 | 40 | 54 | 70 | 86 | 102 | 112 | 122 | 138 | 154 | 164 | 174 | 182 |