

Seven-Eleven Japan Case Questions

Answer these questions succinctly. You may use bullet point formatting, but ensure that your points are fully described. In other words, longer sentences in a bullet point format are acceptable.

- List the business analytics techniques that 7-11 applied, and the decisions they made using those techniques. Quantify the benefits that 7-11 realized from each one of these techniques to the degree that the case provides data.
- Give one example of how collecting or analyzing data faster provides value, or could provide value to 7-11.
- What is your conjecture about how 7-11's data acquisition and analytics capability evolved? This is an open-end question, and the case provides little data to support an answer. You may comment on any aspect of this question that you desire, however, one thought-starter is the following:
 - Excellence in business analytics obviously requires gaining competencies in executing analytics, acquiring data, and asking the right questions. How would you suspect an organization develops such component competencies? For example, which competency might come first? How long does it take for an organization to attain excellence in analytics?