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Nota di contenuto	Retail Analytics: The Secret Weapon; Contents; Preface; Acknowledgments; Chapter 1: Retailing Analytics: An Introduction; RETAILER GOODWILL; THE INSIDE SCOOP: RETAIL POWER BROKERS; RETAIL ORGANIZATION; Real Estate Marketing; Creative Advertising Marketing; Operations Marketing (Research); Direct Marketing; Strategic Marketing; COMMUNICATING TO THE RETAIL ORGANIZATION; POINT OF SALE VERSUS MARKET BASKET DATA; DATA IS GOLD; DATA AS REVENUE: THE PRICE OF RETAIL DATA; Chapter 2: Retail and Data Analytics; HARD-CORE DATA TERMS: NOW WE'RE TALKING ABOUT THE FUN STUFF; MARKET BASKET; DATA STORAGE 101 DATA WITHOUT USE IS OVERHEADCASE STUDIES AND PRACTICAL EXAMPLES OF DATA-RELATED RETAIL PROJECTS; Trade Area Modeling; Real Estate Site Selection Modeling; Competitor Threat Analytics; Merchandise Mix Modeling: Combining Multiple Data Sources; CELEBRITY MARKETING: TRACKING EFFECTIVENESS; HOUSE BRAND VERSUS NAME BRAND; E-BUSINESS: CLICKS AND MORTAR; AFFINITY MERCHANDISING: MERCHANDISE CROSS-SELL CASE STUDY; MARKET BASKET ANALYSIS: EXAMPLES; STORE DEPARTMENTAL CROSS-SELLING; Single Category Affinity Analysis: Paper Towels; Best Checkout Register

Impulse Items for Christmas Season: Case Study

Chapter 3: The Apparel Industry  
MANY TYPES OF APPAREL BUSINESSES;  
RETAILER BUILDING AND LOCATION, LOCATION, LOCATION;  
WHO IS MY CUSTOMER? SIZE UP THE OPPORTUNITY AND SHOW ME THE MONEY!;  
EVOLUTION OF A BRAND: NOT YOUR FATHER'S BLUE JEANS;  
DIVERSIFICATION: SPREAD RISKS OVER MULTIPLE BUSINESSES; CRITICAL,  
NEED-TO-KNOW INFORMATION IN APPAREL ANALYTICS; Seasonality:  
Styles Change like the Wind; Seasonal Counterpoint; Merchandise  
Placement and Presentation: From Racks to Riches; Accessories; Next  
Best Offers; Promotions: Lifeblood of the Apparel Business; RETAIL IN  
GENERAL: IMPULSE BUYING

Chapter 4: Importance of Geography and

Demographics  
UNDERSTANDING THE TOOLS AND THE DATA

REQUIREMENTS; How Geographic Information Systems Work: Science  
behind the Tools; GIS Layers of Information: Building a Map, Layer by  
Layer; HOW GEOGRAPHY FITS INTO RETAIL: LOCATION, LOCATION,  
LOCATION!; Retail Geography: Data and Lots of It; Retail Data: Internal  
Data Collection; Retail Trade Areas: Differing Methods for Debate; Zip  
Code Data: Forecasting Application Volume by Store; NOW THAT WE  
UNDERSTAND THE TOOL AND THE DATA, WHAT DO WE DO?; Card  
Preference Opportunity by Zip Code: Case Study

Example of Sales Penetration Map  
MARKET OBSERVATIONS: ADDITIONAL

USES OF THE GIS TOOL; Chapter 5: In-Store Marketing and  
Presentation; UNDERSTANDING THE DIFFERENT STORE DESIGNS; Old  
Theories of Merchandise Placement; New Theories of Merchandise  
Placement; Mass Merchandisers Were Slow to Catch On: Does  
Convenience Translate into Sales?; ALL ABOUT PRICING; Everyday Low  
Price; Loyalty Discount Philosophies; Tiered Pricing; TYPES AND SIZES:  
RETAIL STORE STRATEGIES; Store in a Store: Make Shopping  
Convenient; What's in a Store: Convenience Stores to Hypermart Stores  
Hypermarkets: When Is Big Too Big?

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### Sommario/riassunto

The inside scoop on boosting sales through spot-on analytics Retailers collect a huge amount of data, but don't know what to do with it. Retail Analytics not only provides a broad understanding of retail, but also shows how to put accumulated data to optimal use. Each chapter covers a different focus of the retail environment, from retail basics and organization structures to common retail database designs. Packed with case studies and examples, this book insightfully reveals how you can begin using your business data as a strategic advantage.Helps retailers and analyst

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