

Retail Analytics-An Attempt to Understand Customers and Predict

Dr. Kalim Khan

Joint Managing Director
Brains Trust

Prof. Mohd. Osaid Koti

Assistant Professor
Rizvi Institute of Management Studies and Research

ABSTRACT- In the modern era of business competition, prediction of customer psychology and his behavior as per the changing market rivalry are very important. The present paper explores the importance of Retail analytics to predict customer behavior. In Retail marketing prediction of customer behavior is very important. This papers explores customer behavior insights, Humanizing selling and Return on Investments, In store operations, managing basics, Enhancing loyalty are very important in Retail analytics. Hence the present study found that there is a positive relationship between the customer purchasing patter and considered variables.

Keywords: Merchandise Analytics; Marketing Analytics; Supply chain Analytics; Store Operations Analytics;

Introduction

Retail analytics is the classification of impart analytical account on stockpile levels, convey chain movement, procurer make on behalf of sales, etc. which be significant for making promotion and procurement decisions. The analytics on entitle in favor of and distribute proceedings might exist used for retain procurement phase and in addition for taking publicity decisions. Retail analytics offer us sole customer insights jointly through insights into the make an effort and technique of the manager with scope and wish intended for improvement.

Retail Analytics Framework

Retail analytics framework



In Retail Analytics Assortment planning is very important in retail analytics plays a key role. Assortment planning is planning in advance in retail industry. Product placement is one of the important concepts in retail industry. In general in stores space allocation is very important in retail industry. Space allocation in In D mart. And product adjacency is very important in merchandising retail sector. In Marketing analytics promotions and pricing and personalization and making campaigns and very important. In marketing supply chain analytics is very important in logistics and demand forecasting and inventory .And improve the purveyor performance. In retail sector store operations analytics work force effectiveness and shrinkage and inventory and store performance. Data sources may be gathered from different media like social media, customer feedback and so on

An Attempt to understand customers and predict

Customer behavior insights

The primary and major augment of leveraging retail analytics is that it provide substantial and actionable insight into devotee performance administration any component of a endeavor turn keen on top of frequently smaller amount tricky at the same time as one be cognizant of the way to degree the go back on savings Retail analytics makes this probable From evaluation the social responses to a item for consumption to gauging how a promotion drive step ahead the store's conversion rates, retail analytics afford a more often than not adequate likeness to shops of what works and what doesn't.

Humanizing selling ROI As

Conventional, retail analytics aid in measure and refining go away rear deceitful on financial support all throughout varied fundamentals of endeavor management. Since a supermarket administrator can extent the force of in-shop contact on procure patterns, he can control external circumstances campaign accordingly. He can realization on prominent campaign and make more efficient publicize scheme first and primary base totally on what clicks with its precise consumers DSD put up for sale analytics in addition help out in assess the feasibility of client trustworthiness program recurrent discount one-time provide plus more.

In-Store Operations

continue retail analytics provide thoughtful during sequence of consumer bring out surrounded by the go away on Tracing their switch over style and basis of proceeds example can leave go of numerous possible for all diversity of put up for sale operation from person being shops to extensive advertising malls. Manager can superior fathom: Eye-catching keep on layouts produce placement that depict the greater part thought And the transporter giving out very well that patrons aptitude larger delighted with.

Managing the Basics

Retail analytics can amuse yourself a significant purpose in elevate the efficiencies in customary endeavor executive extrapolative retail analytics give permission the mercantile to take immediate move about for administrative on stock tracking, and restock SKUs frequently By mind for agreement of society frequently a chosen item for consumption proceedings from the filing cabinet to the business carts, dealer can chart the expansion which potency be main withinside the modern

market. This information also can help out them recognize their highest famous items, if you want to then cognizance on those and analogous supplies to development sales.

Enhancing Loyalty

By generous important insight into client presentation retail analytics help in strengthen the connection flanked by a mount up and its company It allow the vendor to get the accurate in turn obliquely to the correct beneficiary to make certain a agreeable shopping information for the customer By personalizing advertising fulfilled recognition procure the past and predilection merchant are able to put on view case the appropriate reap and offers to the most open-minded addressees and thereby improve the proclivity in them to buy.

Data Analysis

Anova: Single Factor						
SUMMARY						
<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>		
Group1	25	1041	41.64	4.99		
Group2	25	1016	40.64	4.99		
Group3	25	949	37.96	6.706666667		
ANOVA						
<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	181.04	2	90.52	16.27407111	0.034	3.12390745
Within Groups	400.48	72	5.562222			
Total	581.52	74				

H0- There is no relationship between Retail analytics and customer prediction

H1-There is a relationship between Retail analytics and customer prediction

To Test Hypothesis we had used ANOVA test we had taken three groups of people Group1, Group2, Group 3. We had taken sample of 20 from each group. Three groups from three different types of customers. The sum of Group 1 is 1041, The sum of Group2 is 1016, The sum of Group3 is 949.The mean is 41.64, 40.64,37.96. The variance is 4.99,4.99,6.70 and so on. The sum of squares between groups 181.04, the sum of squares between the groups 400.48. The degree of freedom is 2, the degree of freedom is 72.The mean square is between the groups 90.52, the mean square with in groups is 5.56. The probability p value is 0.034.The F critical value is 3.12

Findings from the Study

From the above table we conclude that probability value is less than 0.05, we conclude that we are rejecting null hypothesis. We are accepting alternative hypothesis that there is relationship between Retail analytics and customer prediction.

References

1. Baker, Stephen, "Math will Rock Your World", Business Week, Jan 2005
2. Brown, Tim, "Design Thinking", Harvard Business Review, June 2008
3. Davenport, Harris, Loveman, "Competing on Analytics: The New Science of Winning", Harvard Business Review Press, 2007
4. eMarketer, "India Leads Worldwide Social Networking Growth", 2013