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New Report on Survey Results
Clear Direction on Using Big Data to Solve Retail Problems: A Look at Impact vs. Effort

Barrington – (December 9, 2014) – Using big data to identify promotion items that actually grow category sales and store profits was the top opportunity identified by 145 retail professionals in the new big data survey and report from Brick Meets Click.

“Discussions about Big Data and retail often bog down in the vastness of its potential, leaving retailers with only the vaguest guidance as they try to figure out where and how to invest in this powerful tool,” says Bill Bishop, Chief Architect of Brick Meets Click and lead author of Clear Direction on Using Big Data to Solve Retail Problems.

Today’s retailers are looking for guidance on where they can focus to generate the greatest benefit for the effort expended. For this reason, Brick Meets Click decided to take its fourth Big Data survey in a practical direction and investigate:

Which retail problems can Big Data help to solve today?

The survey asked retail professionals to evaluate 12 specific customer and merchandising opportunities relative to their potential impact on business results and degree of difficulty.

The three opportunities that rated highest on business impact and lowest on degree of difficulty were:

• Identify profitable items to promote
• Refine assortment to drive higher store sales
• Increase spending by your best shoppers

“It’s time to stop being intimidated by the “big” in “big data” and to ask where can data analytics deliver specific, practical benefits to the bottom line and strengthen competitive position,” says Bishop. This report is a good place to start or to refine existing projects. It looks in detail at 9 ways to use big data. For each, it defines the problem, describes the opportunity and lays out actions to produce measurable results.

Access the free report at brickmeetsclick.com

About Brick Meets Click: We help organizations find growth opportunities as traditional and digital food retail converge.