MBA444: RETAIL ANALYTICS

Teaching Scheme	Examination Scheme
Lectures: 4 hrs./Week Tutorials: 1 hrs./Week Credits: 4	Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

HOURS:40

UNIT I(10 Hrs): Retailing in the Digital Era: New Age Retailing, Digital Consumers Characteristics –interconnected , involved, interconnected, co-creation, collaboration, Customer Data – Big Data, Business Analytics, Customer Insights, Data Characteristics - Variety, Volume, Velocity, Veracity. Critical issues in Modern day Retail, The Digital organization, Retail analytics for decision making, Informed and Risk-Aware Decisions , Benefits of Retail Analytics – Informed Decisions, Risk mitigation, Gaining visibility , Retail Analytics for Strategic – Tactical and Operational decisions.

UNIT II(10 Hrs): Marketing in a Consumer-Driven Era: Understanding Consumer Buying Behaviour and Trends , Leveraging customer data, Putting information in context, Clicking with consumer communities, Keeping content in mind, From personalization to commerce. Data sources: Customer, Retailer, Supplier, Market, Web, Mobile, Social, Call Centres,. Looking at Unstructured Data: The unstructured data challenge, Recognizing the untapped analytics opportunity, Customer-Driven Decision Making, Content Analytics in Action, Understanding Affinities between Products and Customers, Advanced affinity analysis, Market basket analysis, Understanding customer preferences , Anticipating the customer's next move, Improving Retail Promotions.

UNIT III(10 Hrs): Merchandising Analytics: Assortment planning , Geospatial Analytics, Product placement, Space Optimisation, Product adjacency, Aligning store-level assortment withdemand, Category Intelligence, Developing dynamic retail assortments, Prioritization of Product categories. Marketing Analytics: Marketing Mix ROI, Promotions – Promotional Maturity Curves, Pricing – Price per segment, Margin, Profitability, Personalisation, Campaigns, Marketing Return Curves, Scenario Analysis, Driving better P&L analyses, Managing Incentive Compensation.

UNIT IV(10 Hrs): Supply Chain Analytics: Creating a Demand-Driven Supply Chain, Gaining Visibility across the Supply Chain, Resolving Operations Problems Primitively , Logistics, Inventory, Supplier performance, Demand forecasting, Vendor Intelligence, Vendor Rankings, Fulfilment Intelligence, Inventory Diagnostics, Shrinkage, Optimization opportunities.

Store operations analytics : Using Analytics to Optimize Staffing Plans, Drilling into HR analytics, Customer Traffic, Store Performance Dashboards, Local Market Analytics, Online Offline Analytics, Sales Trends, Brand Performance, Account Performance Forecasts.

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