Big Data or Great Data?
Retail Analytics & Location ROI

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[Saks, Bloomingdale's]

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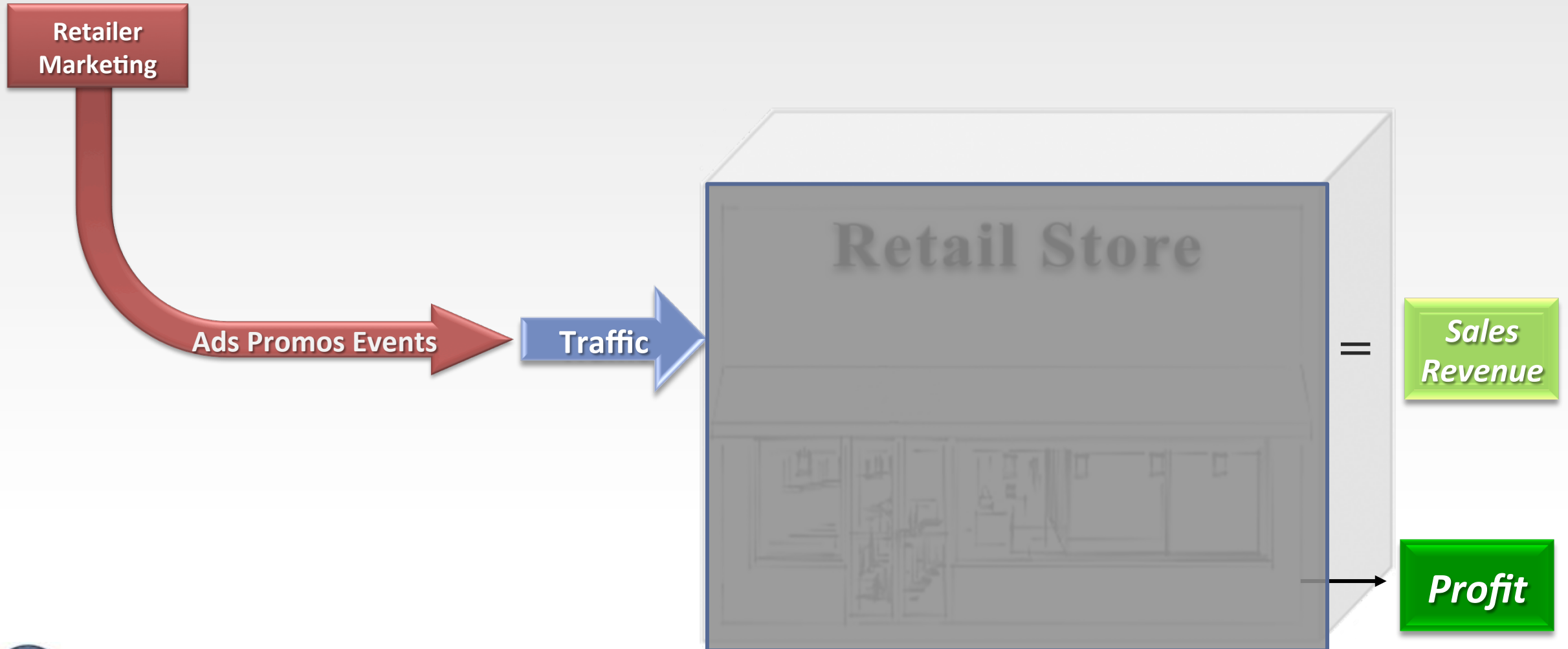*[Hudson's Bay Company, Accenture]*

Results Count …

Everything else is conversation

Dr. Chris Petersen

IMS

Results Count

When retail was "bliss" ...

Retailer Marketing

Ads Promos Events

Traffic

Retail Store

= **Sales Revenue**

Profit

IMS
Results Count

Omnichannel is ...

The New Retail Normal

Retailing in the Age of Amazon
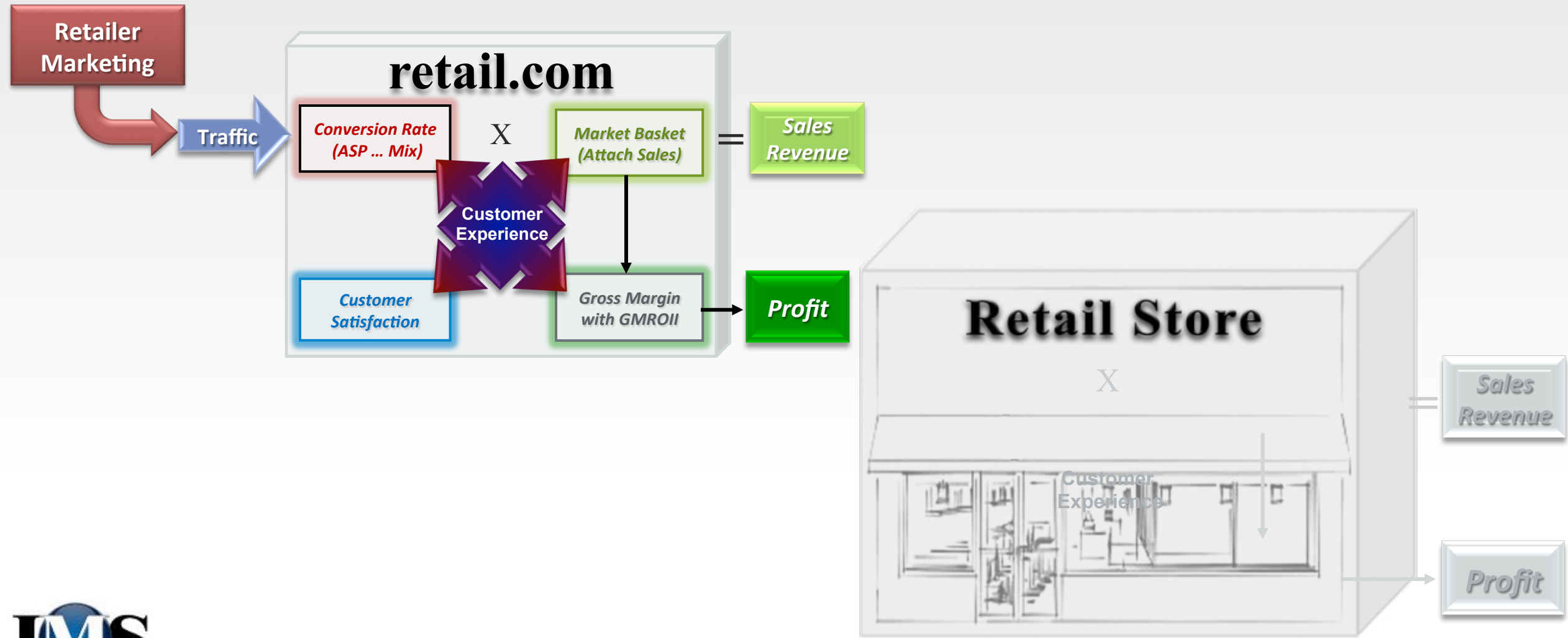
Value Prop → Turn the lights on in the "Box"

Traffic

IMS
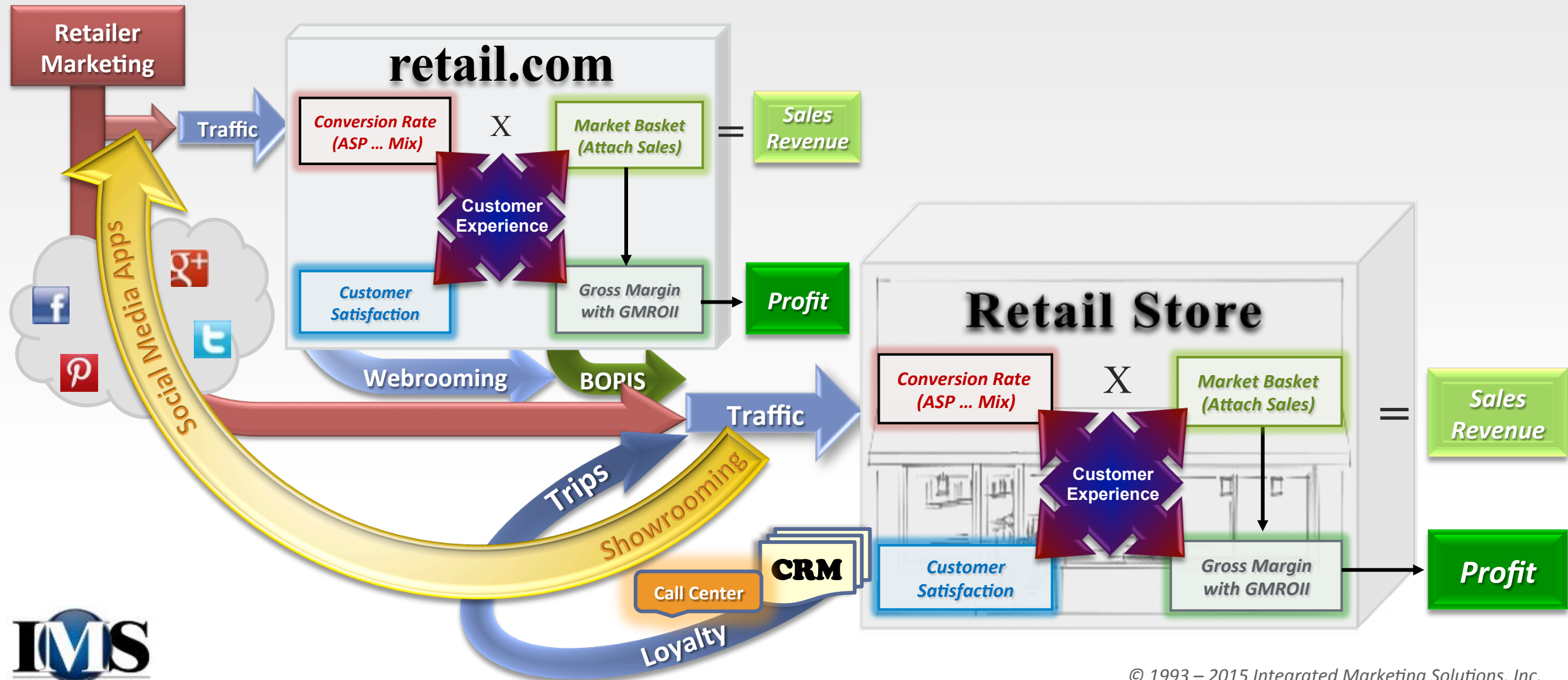Results Count

Results Count ...

Everything else is conversation

Value Prop – What changes results … where?

Retailer Marketing

Ads Promos Events → **Traffic**

Trips

Loyalty

Retail Store

Conversion Rate (ASP … Mix) X *Market Basket (Attach Sales)*

Customer Experience

Customer Satisfaction

Gross Margin with GMROII

= **Sales Revenue**

Profit

IMS Results Count
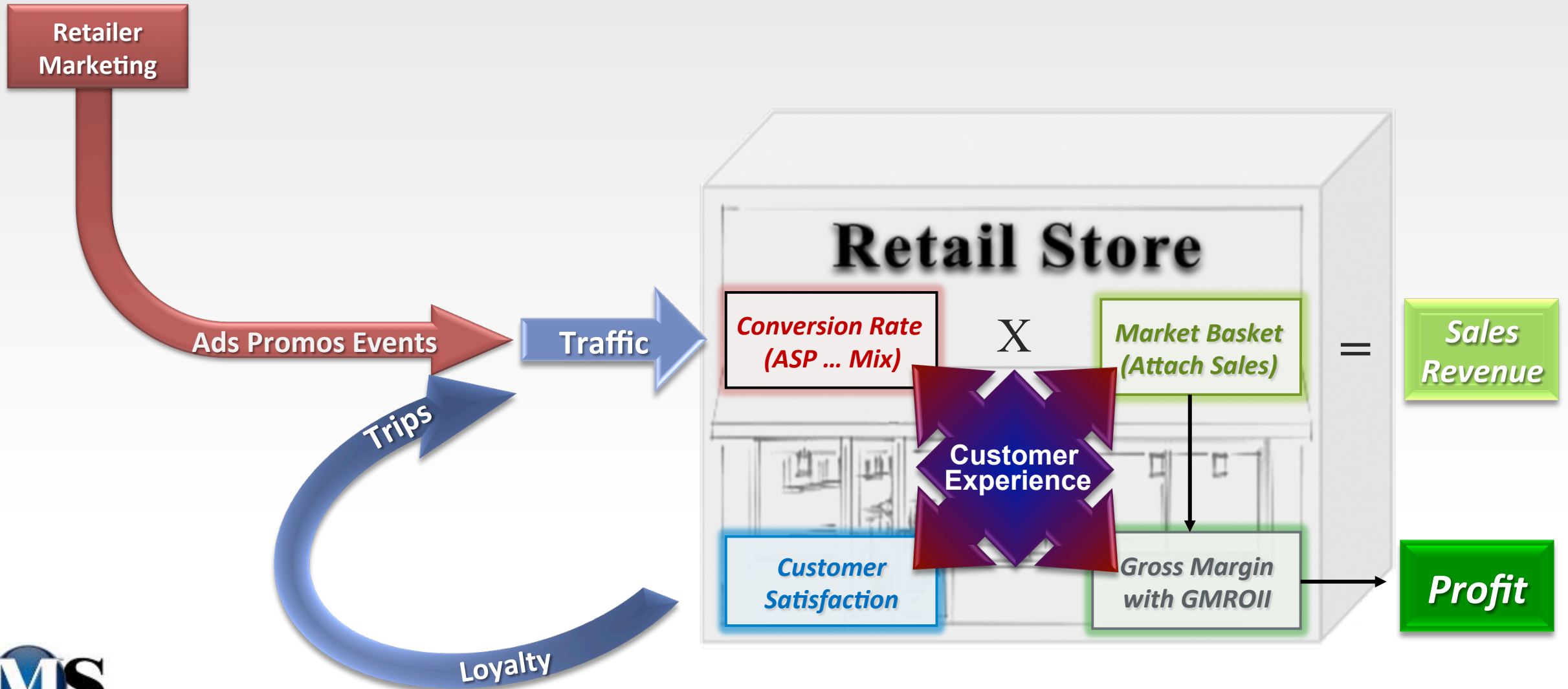
Consumer Behavior in an Omnichannel World

place™
The Business of Location

New York City
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presented by
opusresearch

Big Data or Great Data?
Retail Analytics & Location ROI

1. What are the value props?
2. How does "it" lead to better decisions?
3. How do you measure "it" … ROI?
4. What does it take to scale?
5. How do you integrate "it" with business rhythms?

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