

April, 2013



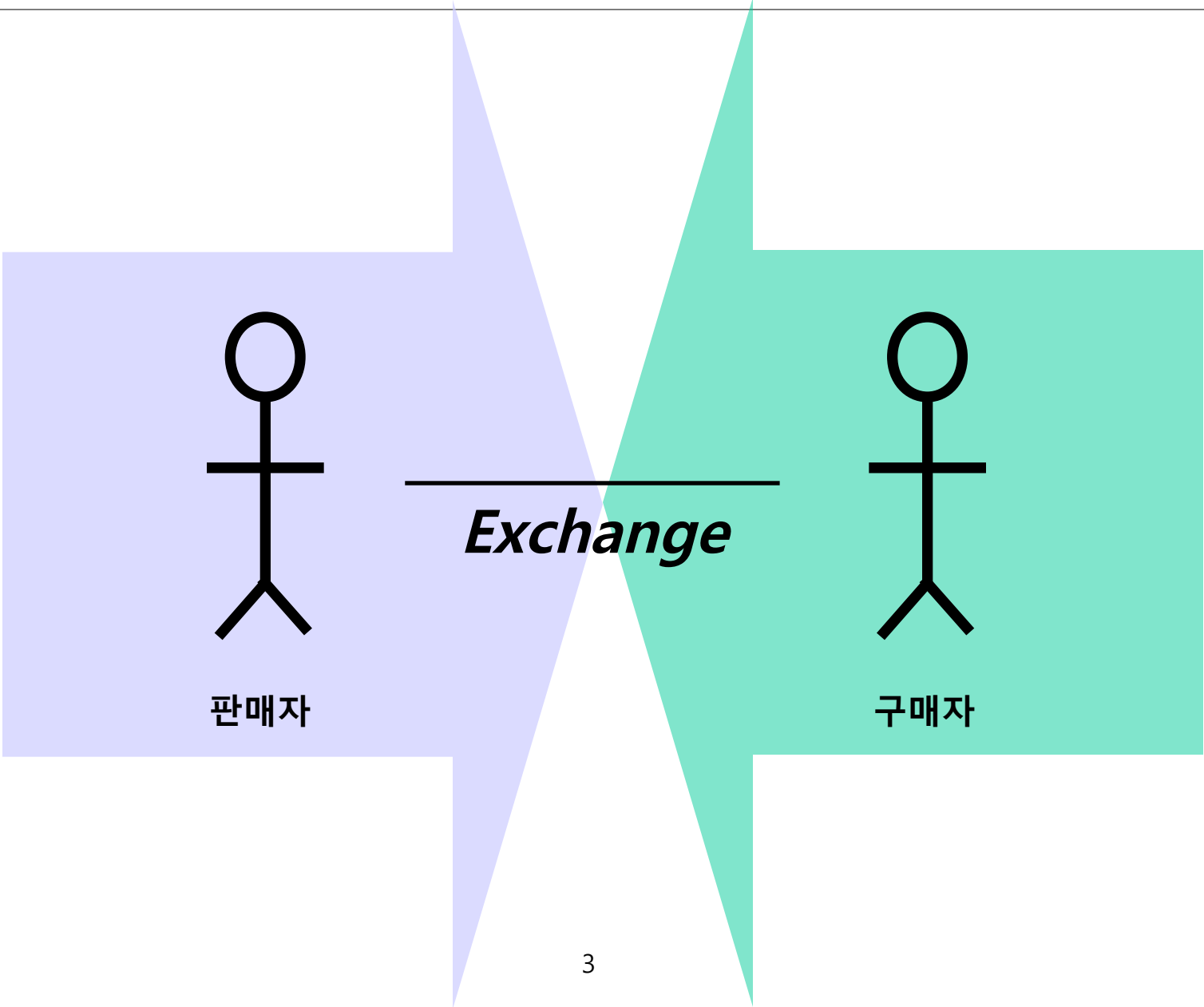
Smart Analytics 세미나

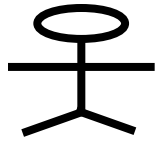
상품구색계획과 고객행동분석

박찬재 차장
Business Analytics, Software Group, IBM Korea

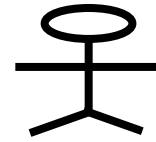






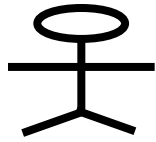


판매자

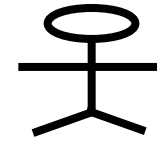


구매자





판매자



구매자







Sale of Cyrillus and Vertbaudet

March 28, 2013 - Kering (PPR) announces that Redcats has closed the sale of its Children and Family division, consisting of the Vertbaudet and Cyrillus brands, to Alpha Private Equity Fund 6 ('APEF 6').

[Read the press release](#)



70

More than 70 e-commerce websites (in 2011)

24

million active and loyal customers in the EU and the US (in 2011)

3.04

€ billion in revenue (in 2011)

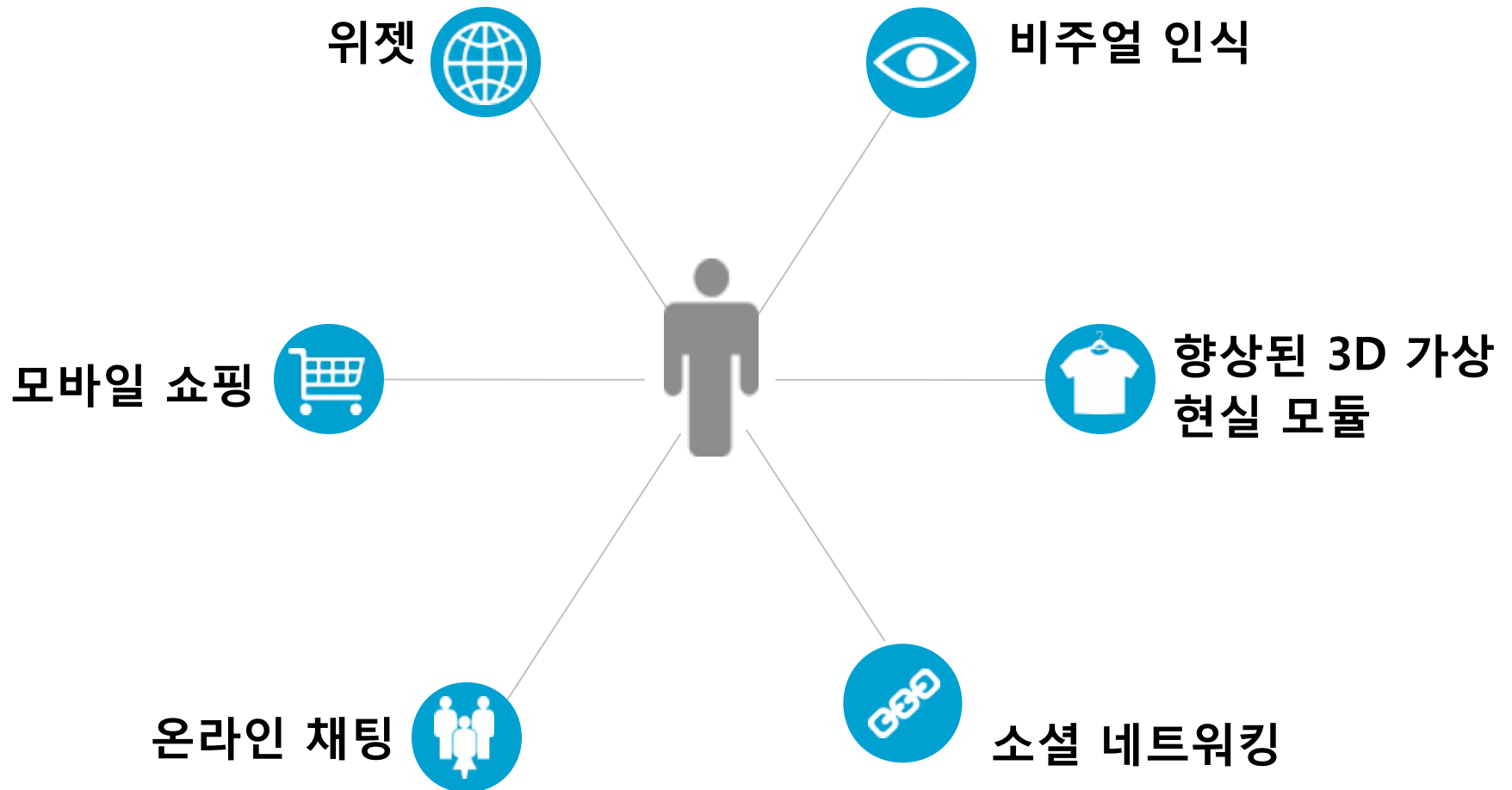
11 608

employees around the world (in 2011)



57%

새롭고 즐거운 고객의 온라인 경험 추구



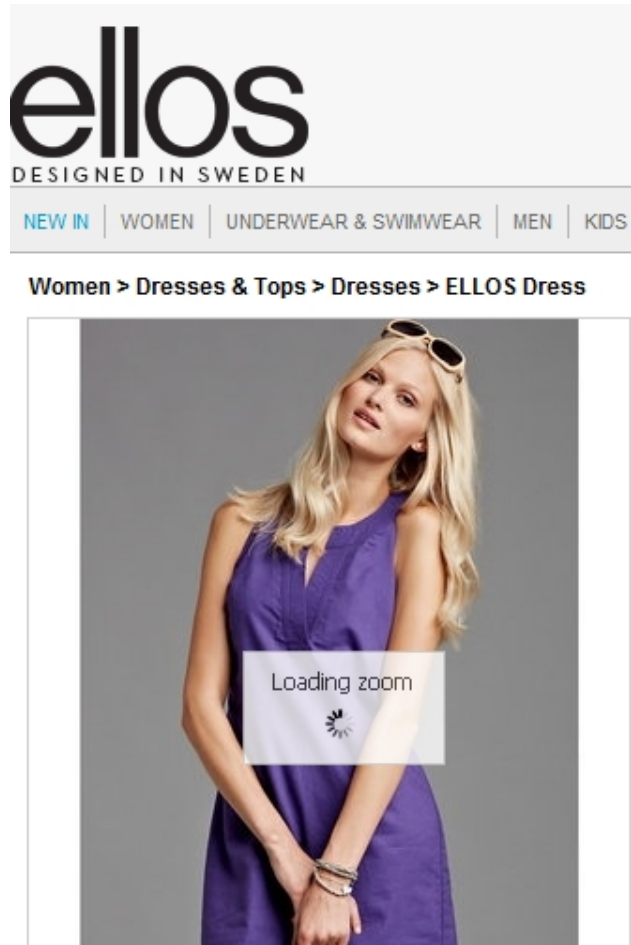
17

70

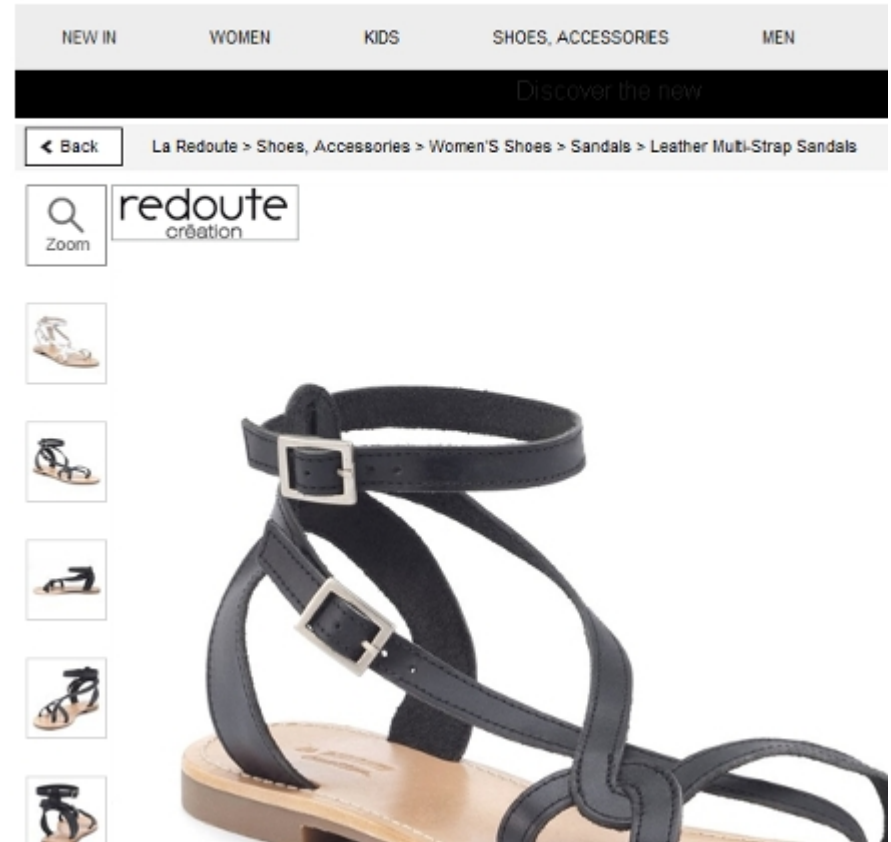
빅 데이터를 활용한 고객에 대한 깊은 이해



고객 행동에 대한 예측

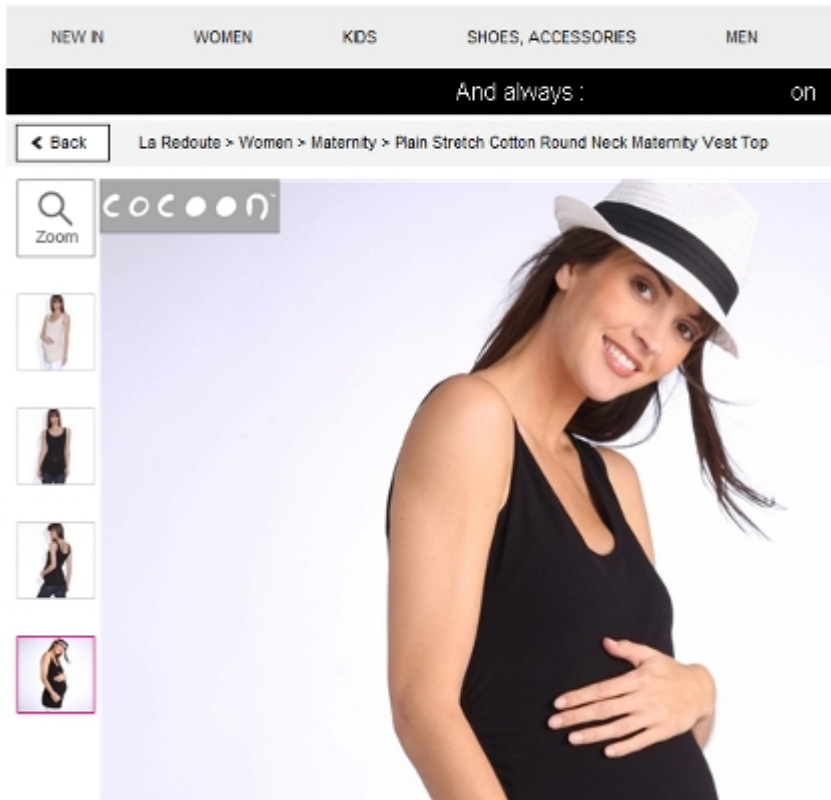


La Redoute



고객 행동에 대한 예측

La Redoute



vertbaudet children first

Search



FREE delivery when you spend £60 c

Home > Baby 0-36 months > Newborn > Outfits > Baby Boy Dungarees & T-shirt outfit





122%

117%

90%

ELIE TAHARI

[WHAT'S NEW](#)

[WOMEN](#)

[MEN](#)

[SHOES](#)

[HANDBAGS](#)

[COLLECTIONS](#)

[ETC MAGAZINE](#)

[SALE](#)

[SPRING CATALOG](#)

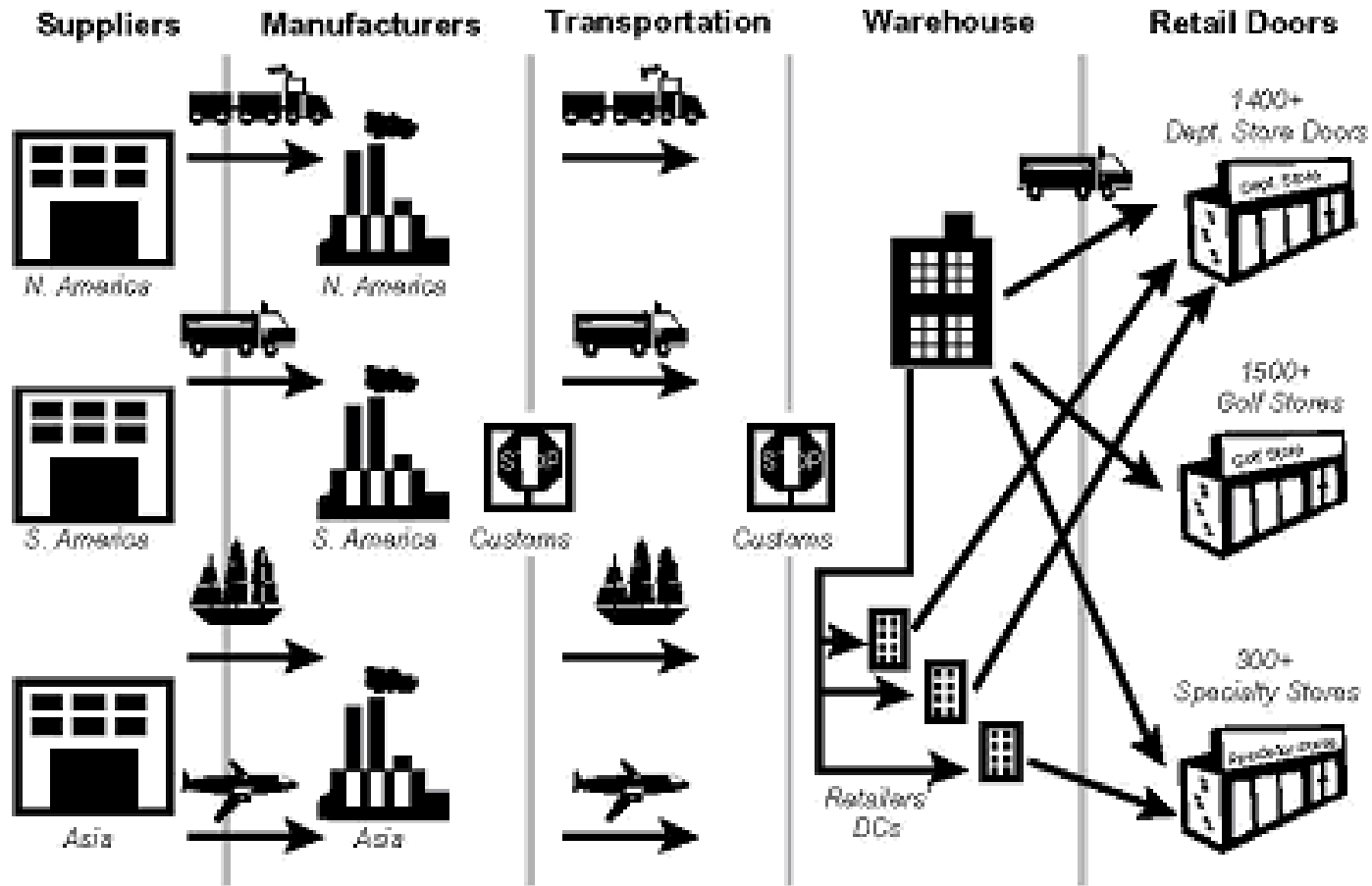
SHOES

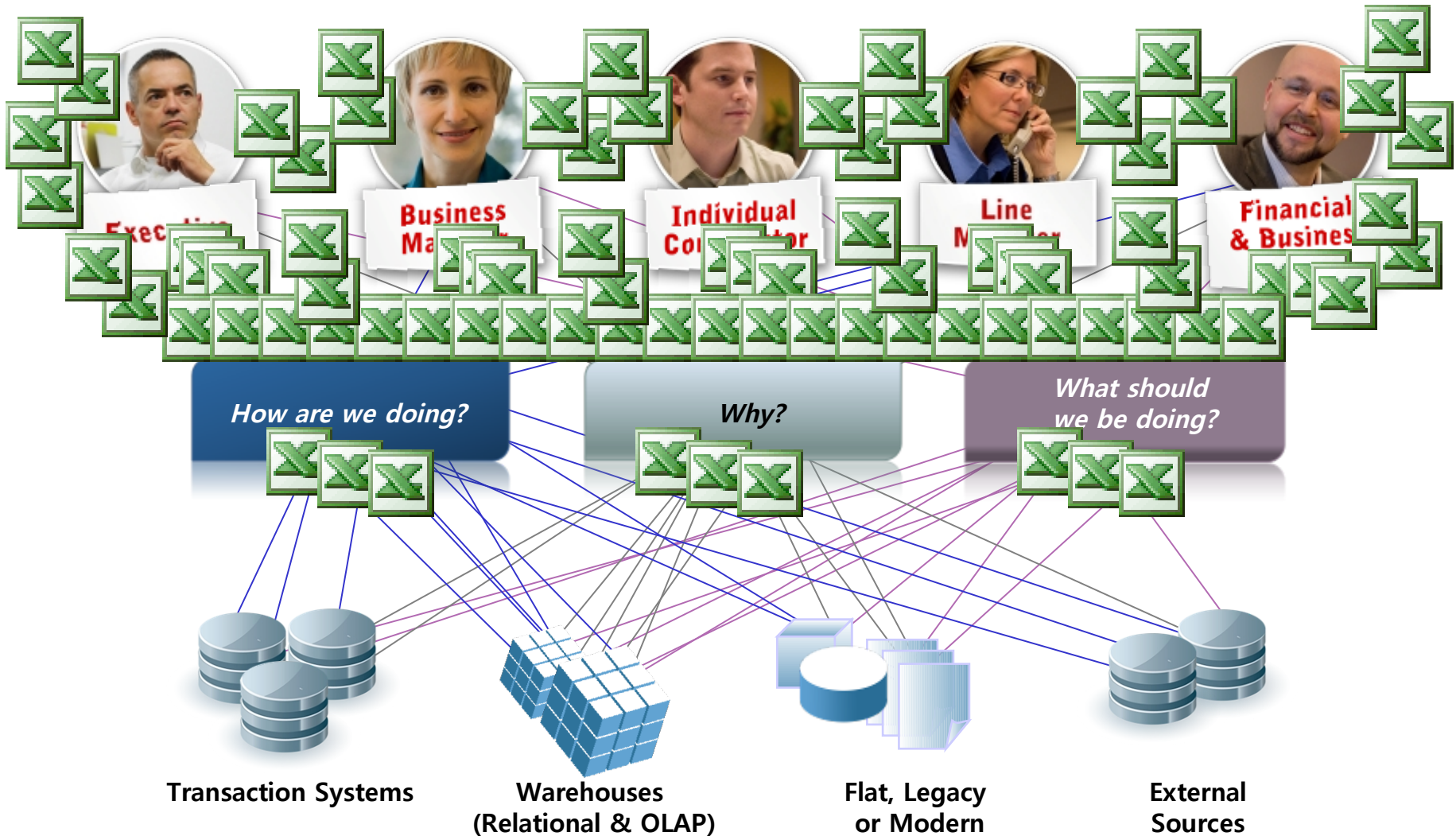
STEP
OUT
IN STYLE

[SHOP SHOES](#)



패션 SCM 예시







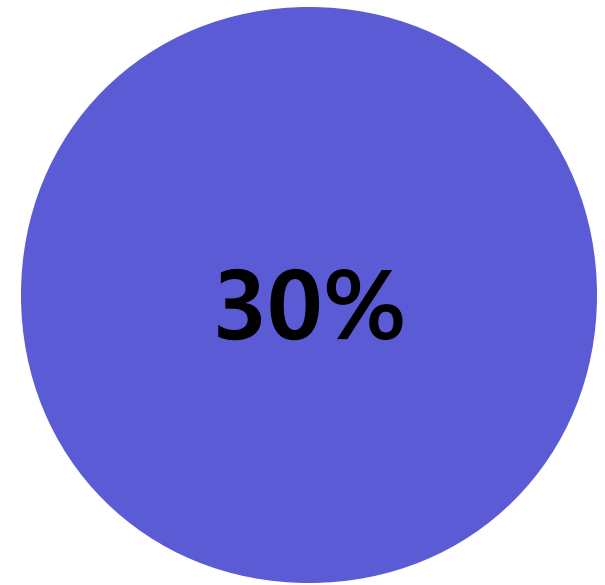
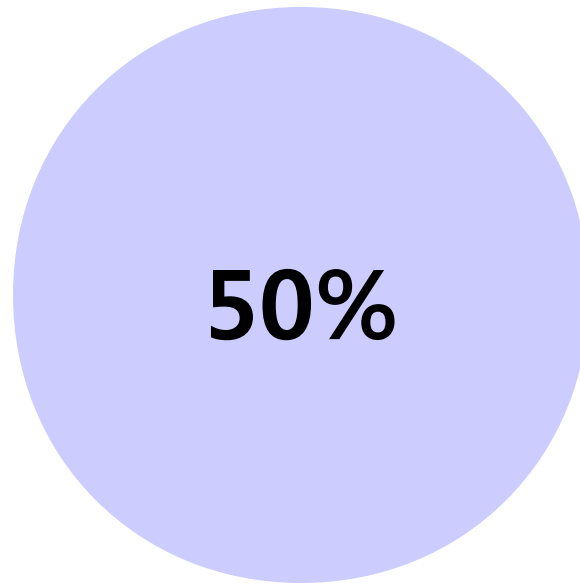
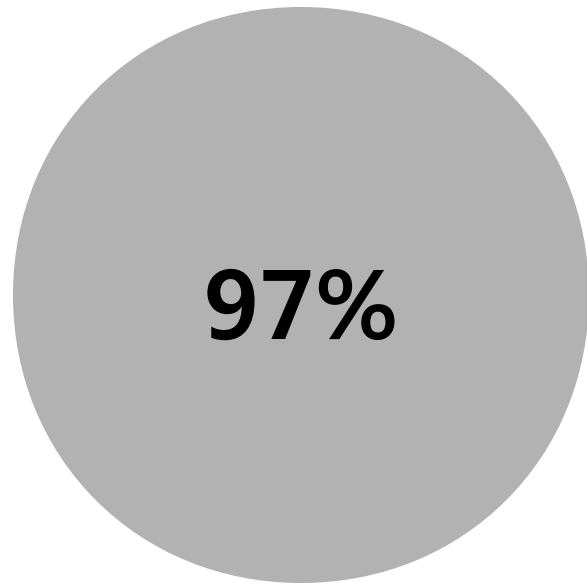
고급 분석을 활용한 과학적인 예측



“저희 제품 중 하나를 예로 들겠습니다. 저희의 예측과 2011년에 판매된 실제 아이템의 수의 평균 차이는 2.5% 이하였습니다. 보다 생생한 숫자를 말씀 드리면, 18-사이즈의 해당 의류가 175개 팔릴 것으로 예측하였는데, 실제로 174개를 판매했습니다. 24-사이즈는 40개 팔릴 것으로 예상했는데, 실제로 38개가 판매되었습니다”

Nihad Aytaman,
Director of Business Applications,
Elie Tahari







마케팅 예산의 절반은 잘못 쓰고 있는 것 같은데, 도대체 어떤 예산이 그런가?

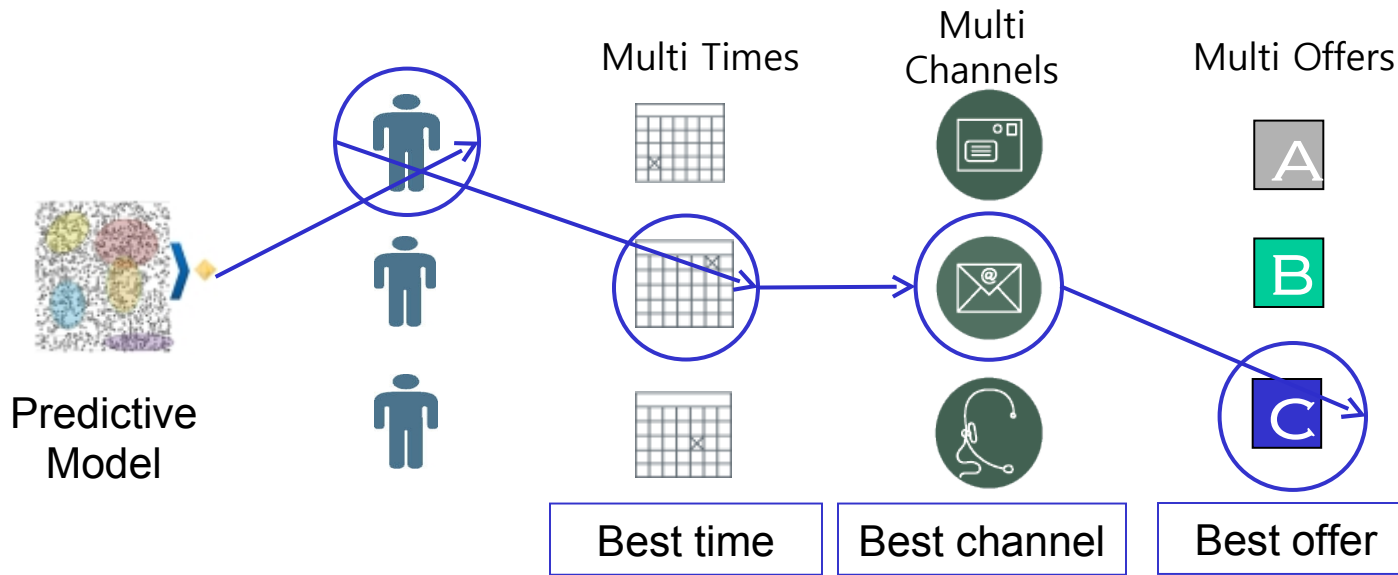
2000만 고객

17개 매체

2000개 점포



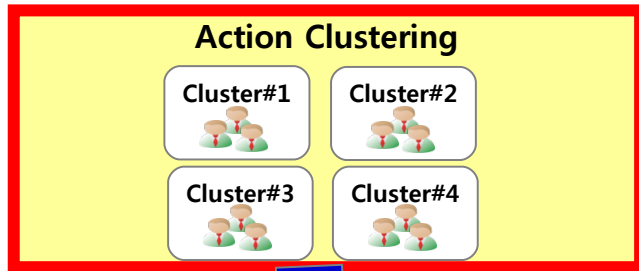
고급 분석을 활용한 마케팅 최적화 예시



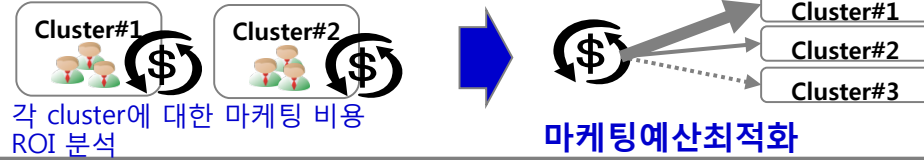
Potential actions	Business rules	Margin	Response probability	Expected value
A	✗			
B	✓	90	54%	49
C	✓	200	32%	64



고급 분석을 활용한 마케팅 및 MD 최적화

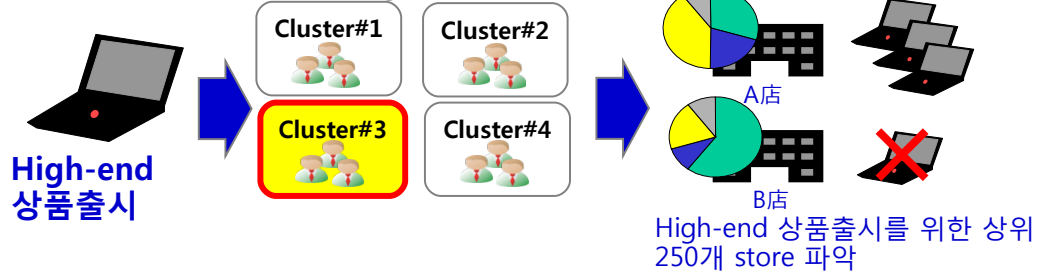


Action1: 마케팅예산최적화



Marketing

Action2: Merchandising 전략 추진



Merchandising

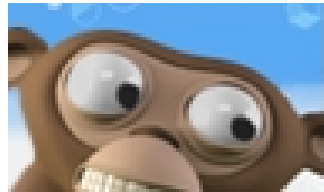
Action3: Store Refurbishment



5-7%

**US\$35
m-49m**

8x-10x



**Start small
with big data**

SPSS

COGNOS

박찬재 차장

Advanced Analytics 담당

소프트웨어사업부

parkcj@kr.ibm.com

010-4995-4380

Thank
You

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