Big Data & Analytics

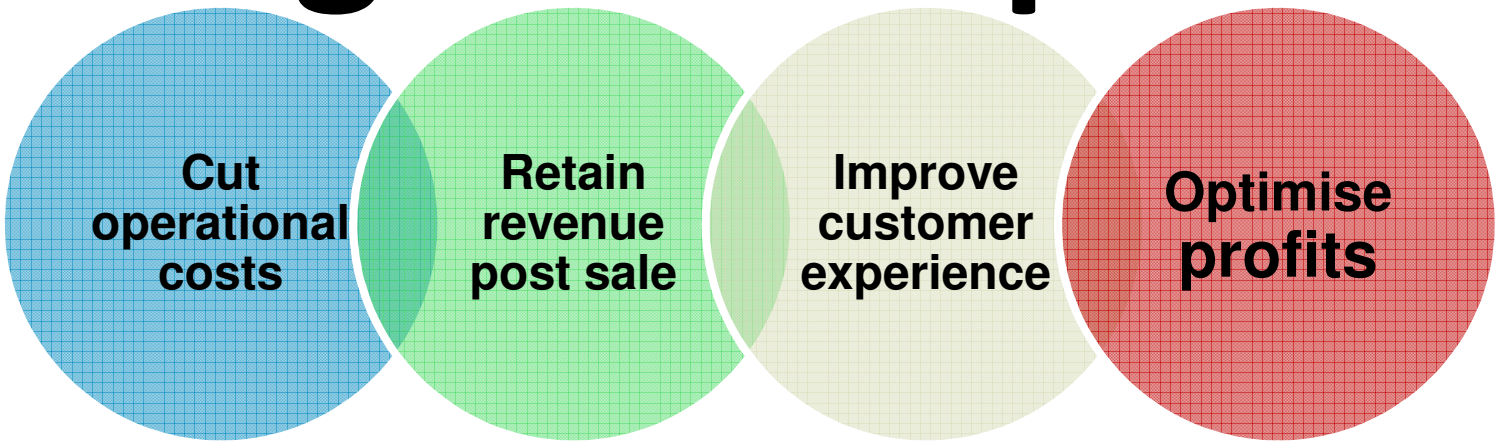
IBM

clear returns

predictive data solutions

help multichannel & ecommerce retailers

grow keeps:



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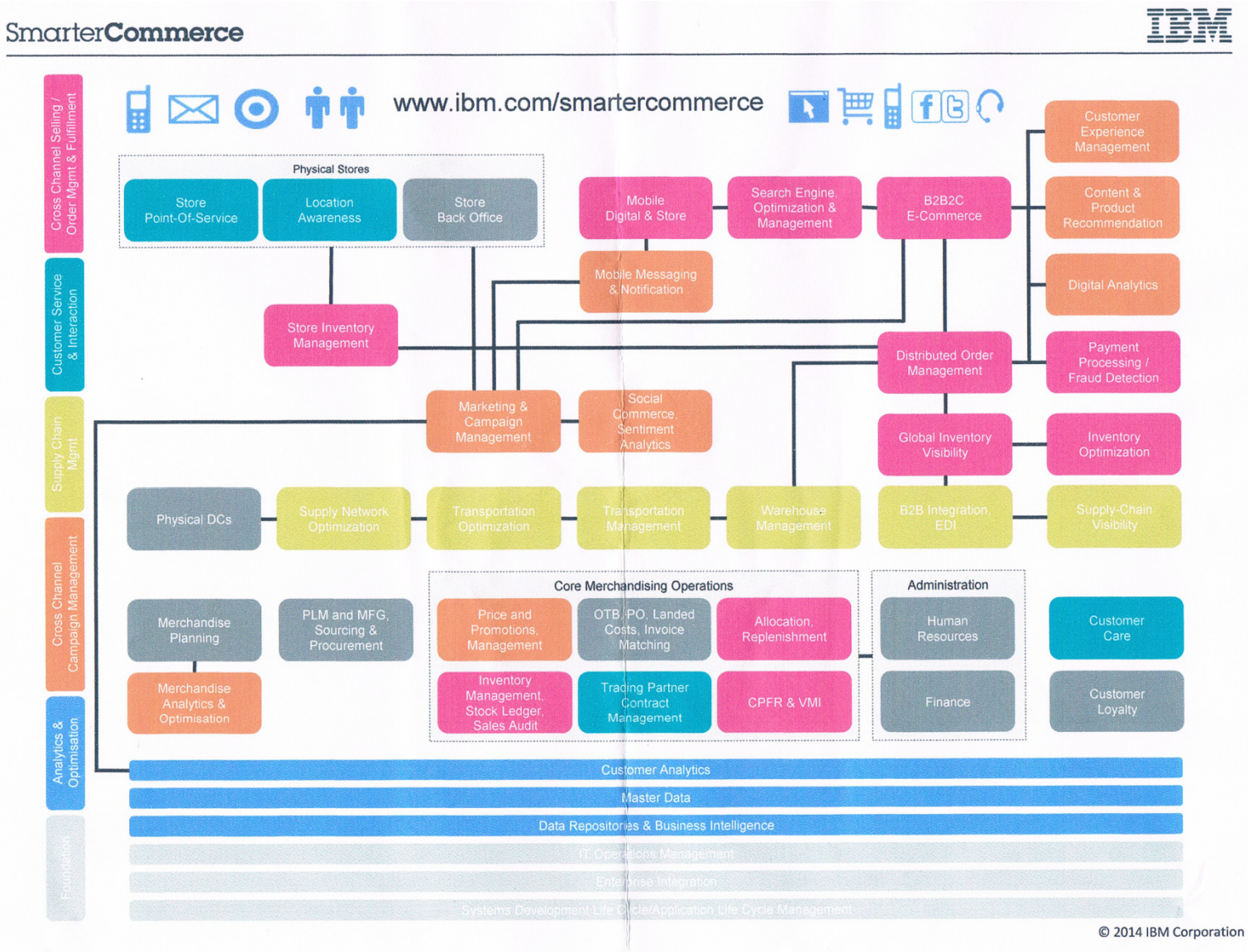
What's the challenge?

- Technical: Data everywhere and no-where
- Analysis: understanding what you've got
- Process: what to do with what you've got



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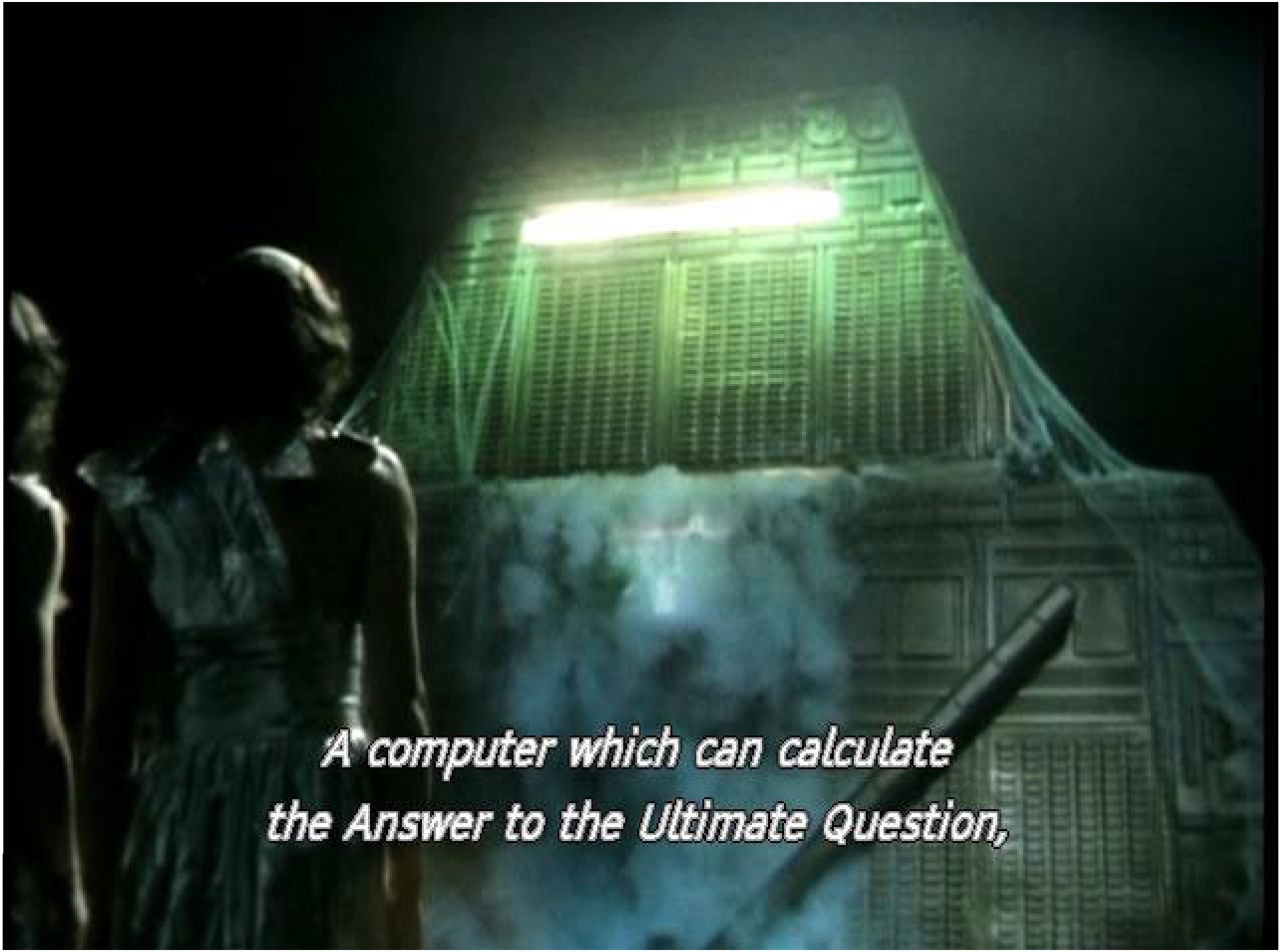
Differences

- Gender
- Age
- Income
- Family status
- Cultural
- Regulatory
- Shopping patterns
- Market maturity
- Transaction history
- Channel engagement profile
- Marketing influences


A computer which can calculate
the Answer to the Ultimate Question,

This is interesting, but…

Monday, 22nd September 2014, week 31

Hi, **Stephen** (stephen@clearreturns.com)! My Account Log out

clear returns®

Alerts | Finance | Merchandising | Marketing | Customer

Sep, 2013

Marketing Metrics By Customer Segment

Traffic Type | Campaign | Device | Custom

Item Return Rate ▾ Export To CSV ▾

Traffic Type	First Time Buyer	High Value Shopper	Normal Shopper	Overbuyer	Wear and Returner
desktop	11.30%	1.71%	28.99%	51.75%	59.83%
mobile	15.52%	1.23%	63.64%	0.00%	100.00%
tablet	12.48%	1.94%	29.05%	53.45%	61.83%

Financial Return Rate ▾ Export To CSV ▾

Traffic Type	First Time Buyer	High Value Shopper	Normal Shopper	Overbuyer	Wear and Returner
desktop	15.57%	2.53%	35.93%	58.68%	65.86%
mobile	24.71%	1.31%	67.51%	0.00%	100.00%
tablet	16.57%	3.02%	36.55%	62.42%	69.66%

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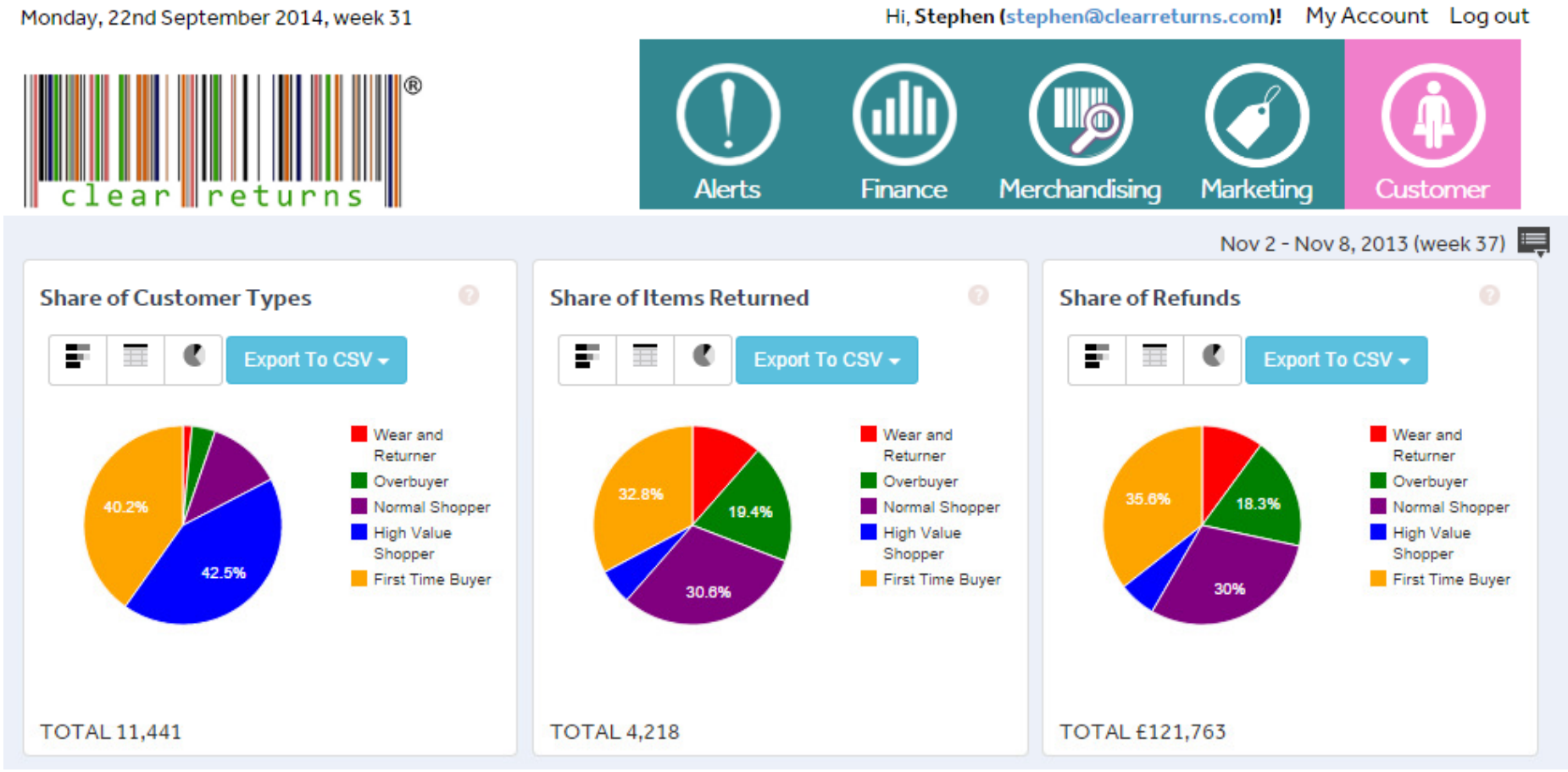
And this is interesting, but…



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Analytics culture

Biggest challenge = building a culture of

So what???

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Analytics has no inherent value

without action

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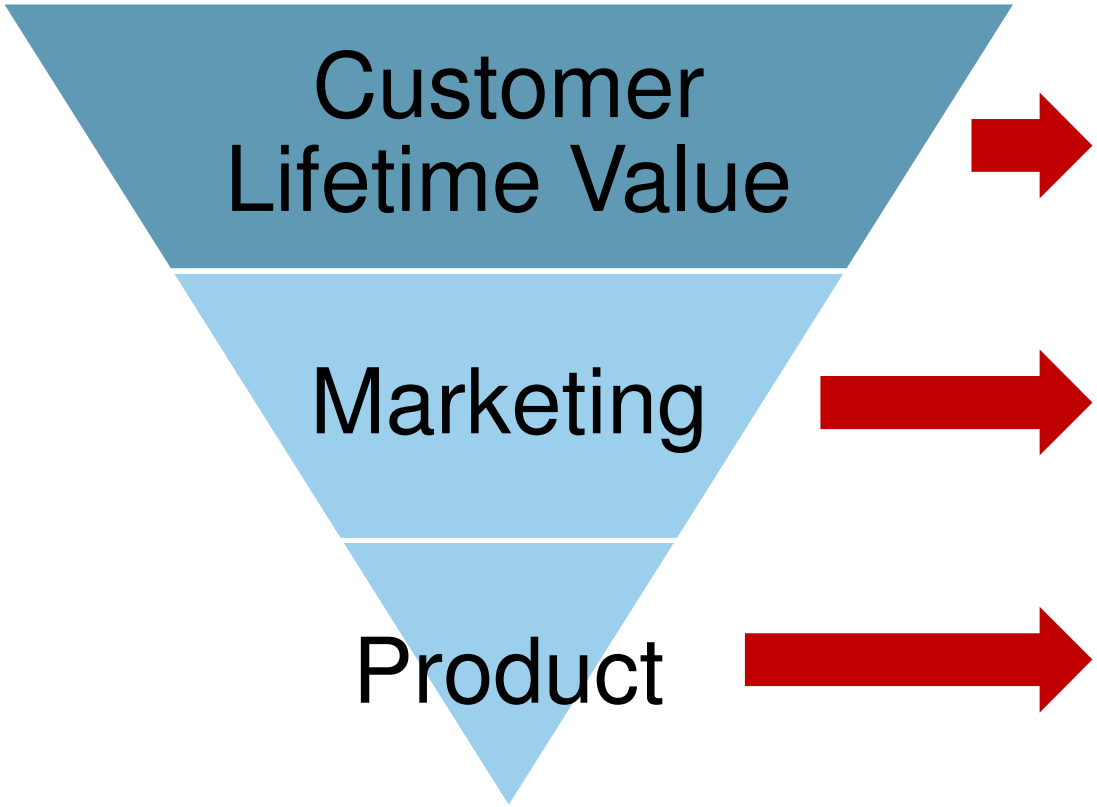
Its about getting from interesting to here:



Up to £250k a month additional sales & retained revenue

Up to £100k a month extra retained revenue from better targeting & reduced fraud

Up to £15k a month actionable savings from product alerts

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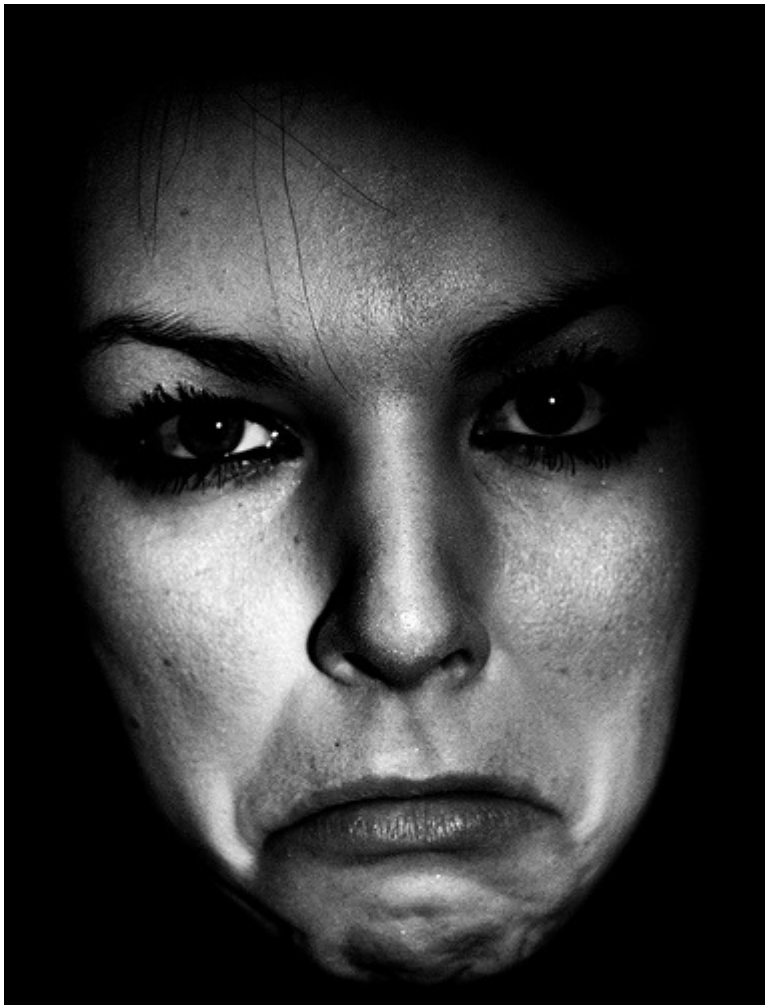

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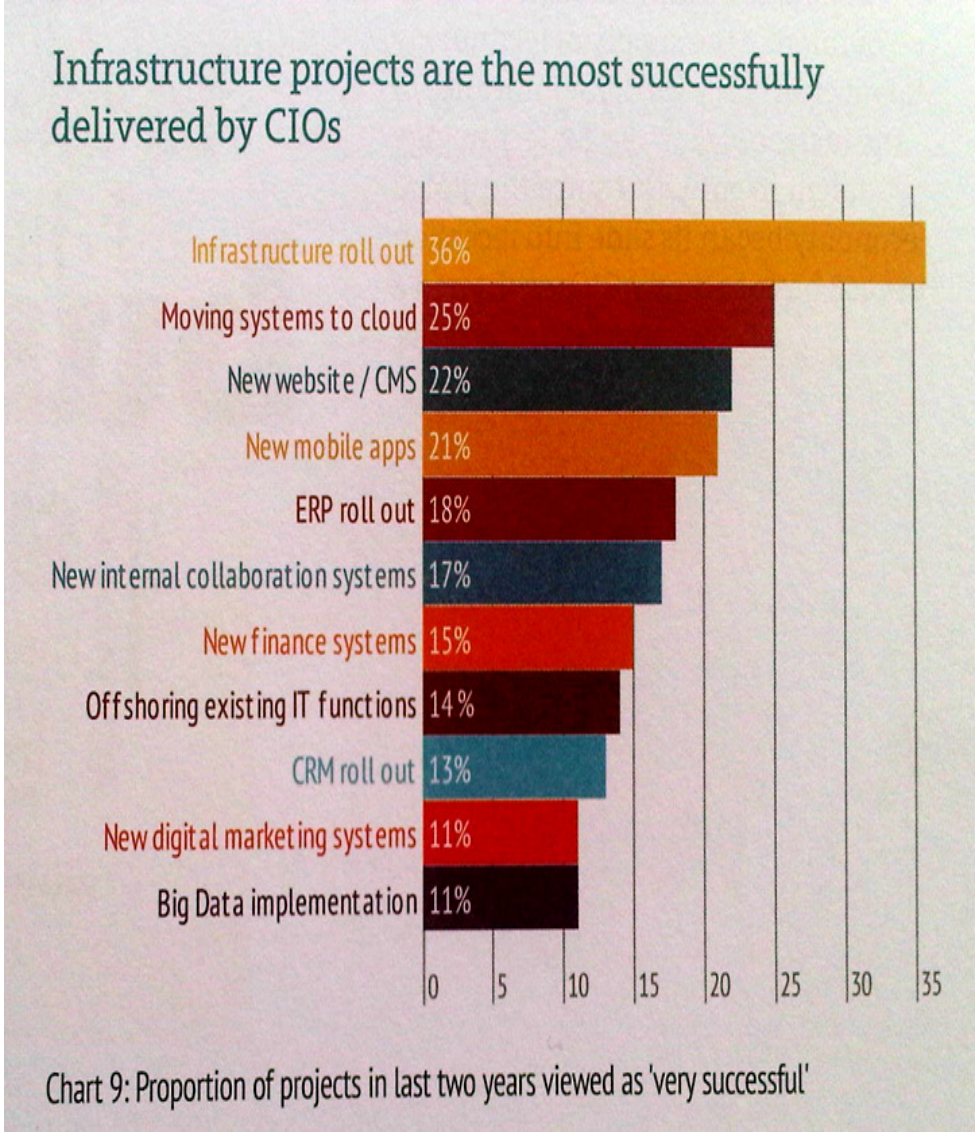
- Bought 10 dresses at an average of £100 each last year.
- Buys in response to email offers
- Returned 9
- Refund = £900
- Cost to serve = £50
- **Customer value = £50**

Only 30% of CIOs have "very strong" relationship with marketing



Incoming alert

50 API reqs
10 new tags 3 new SIs
Several clouds
Anyone seen our big data.... ?

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Big data = pants

- Clean is best
- Holes=bad
- Controlling access is a good thing

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Business Analytics Live 2014

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