Data Science Applications in Retail

DATA VALLEY

01 **Customer segmentation** involves using data to group customers based on their behaviours, needs, and preferences. Sales forecasting involves using historical sales data to predict future sales

02 **Price optimization** involves using data to determine the optimal price for a product or service to maximize revenue.

03 **Supply chain optimization** involves using data to improve the efficiency of the retail supply chain.

Industry Experts

amazon

Walmart

UPS

Industry Case Studies

01 Amazon

Amazon uses customer segmentation algorithms to personalize product recommendations and marketing messages for individual users. They also use sales forecasting algorithms to optimize inventory levels and to ensure that popular products are always in stock.

02 Walmart

Walmart uses price optimization algorithms to set prices for products based on demand and supply. They also use supply chain optimization algorithms to manage inventory levels and to ensure that products are delivered to stores in a timely manner.

03 UPS

UPS uses supply chain optimization algorithms to optimize the routing of packages and minimize delivery times. They also use predictive analytics to forecast demand for their services and to ensure that they have the necessary resources to meet that demand.

04 Coca-Cola

Coca-Cola uses customer segmentation algorithms to develop targeted marketing campaigns for different groups of consumers. They also use sales forecasting algorithms to predict demand for their products and to ensure that they are able to meet that demand.