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Navigating through Informed Intuition

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ABSTRACT

In our session, we will examine the impact of economic perceptions on retail responses of consumers. In this environment, we will present examples of how various retail organizations have approached research and analysis, as well as the advantages and disadvantages of each approach. We will raise a series of questions we hope the participants ask of their own organizations. Where are their research and analysis functions located today? Are they rubber stamps? Order takers? Or keepers of the brutal truth? Do they have multiple teams located in different parts of their organization or are they centralized? Have they organized these groups by information source or by business application?

Through our examples, we will demonstrate that there is no one right way for every organization (although there are potentially a few wrong ways). The key is to understand the options and how they relate to the current and desired state of your organization. Ultimately, you want to find the answer that is most likely to generate informed intuition and a path that will lead you there.

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