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Characterizing Successful Opportunities for Retail Analytics: How to Recognize Areas Best Suited for Quantitative Approaches and Succeed with the Right Approach

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ABSTRACT

Most of today's retail executives recognize that analytics represent a means for making faster, more consistent and more effective decisions. The challenge in capitalizing on this vision begins with recognizing when a quantitative approach is appropriate for addressing a known problem. This presentation will suggest a set of characteristics that can be used to evaluate retail opportunities on their 'analytic suitability'

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