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Store Clustering as a Support Tool for Advanced Planning

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ABSTRACT

This session considers Store Clustering as a support tool for Advanced Planning in two retail companies. Various types and approaches to Store Clustering will be considered as well as the use of Forecasting and Store Planning to derive dynamic clusters. The main focus of the session is a joint case study presentation on how two retailers have utilized customer, sales, and demographic data to cluster stores in their planning processes and analytics. The future of Store Clustering and the move to Intelligent Clustering will also be considered. The session will be followed by a roundtable discussion with the speakers and the audience.

No paper was submitted for publication.

CONTACT INFORMATION

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