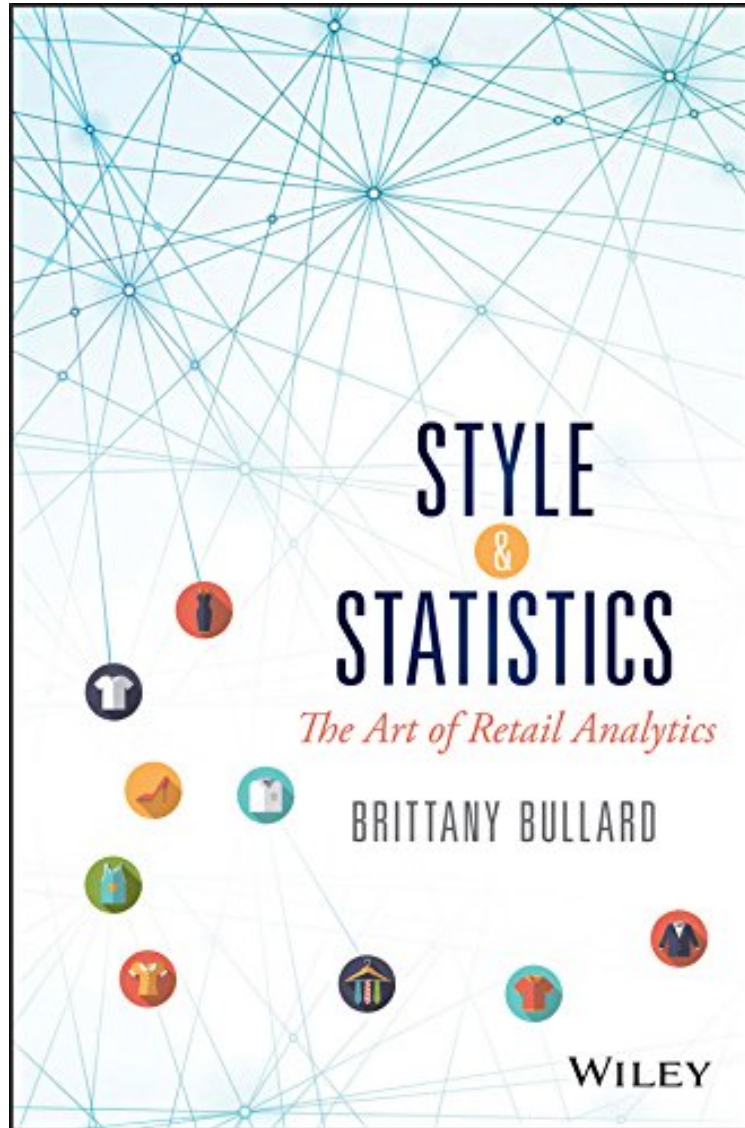


(Free) Style and Statistics: The Art of Retail Analytics (Wiley and SAS Business Series)

## Style and Statistics: The Art of Retail Analytics (Wiley and SAS Business Series)

Brittany Bullard

DOC | \*audiobook | ebooks | Download PDF | ePub



[Download](#)

[Read Online](#)

#889140 in eBooks 2016-11-22 2016-11-22 File Name: B01MYR464L | File size: 26.Mb

**Brittany Bullard : Style and Statistics: The Art of Retail Analytics (Wiley and SAS Business Series)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Style and Statistics: The Art of Retail Analytics (Wiley and SAS Business Series):

0 of 0 people found the following review helpful. I found Style and Statistics readable and informative and have ...By Dale TarlowI found Style and Statistics readable and informative and have gifted the book to both a retailer friend and manufacturer. Very insightful.1 of 1 people found the following review helpful. Great book!By cory rodrigueI found

this book incredibly interesting and such an easy read. I don't have a background in analytics but I was able to really understand the different types of analytics with such great examples of the applications! Great book! 1 of 1 people found the following review helpful. practical manner that helps the reader easily retain and apply ideas By Mike This book is a thoughtful examination of trends and other critical data points for success in retail. It is well-written; information is presented in a precise, practical manner that helps the reader easily retain and apply ideas.

A non-technical guide to leveraging retail analytics for personal and competitive advantage *Style Statistics* is a real-world guide to analytics in retail. Written specifically for the non-IT crowd, this book explains analytics in an approachable, understandable way, and provides examples of direct application to retail merchandise management, marketing, and operations. The discussion covers current industry trends and emerging-standard processes, and illustrates how analytics is providing new solutions to perennial retail problems. You'll learn how to leverage the benefits of analytics to boost your personal career, and how to interpret data in a way that's useful to the average end business user or shopper. Key concepts are detailed in easy-to-understand language, and numerous examples highlight the growing importance of understanding analytics in the retail environment. The power of analytics has become apparent across industries, but it's left an especially indelible mark on retail. It's a complex topic, but you don't need to be a data scientist to take advantage of the opportunities it brings. This book shows you what you need to know, and how to put analytics to work with retail-specific applications. Learn how analytics can help you be better at your job Dig deeper into the customer's needs, wants, and dreams Streamline merchandise management, pricing, marketing, and more Find solutions for inefficiencies and inaccuracies As the retail customer evolves, so must the retail industry. The retail landscape not only includes in-store but also website, mobile site, mobile apps, and social media. With more and more competition emerging on all sides, retailers need to use every tool at their disposal to create value and gain a competitive advantage. Analytics offers a number of ways to make your company stand out, whether it's through improved operations, customer experience, or any of the other myriad factors that build a great place to shop. *Style Statistics* provides an analytics primer with a practical bent, specifically for the retail industry.

From the Inside Flap Independent shop owners have the benefit of knowing each customer by name, understanding their style and dislikes, and reaching new customers by referral and local advertising. That type of personalized service and promotion is simply out of reach for big brands and retailers. *Style Statistics* takes the powerful insight of data analytics and puts it in your hands to ensure a personalized, white-glove treatment for every customer, no matter how many there may be. As comprehensive as it is approachable, this groundbreaking new guide unlocks the digital world of retail for the people who can do the most with the information. While in-house executives and buyers may never meet in-store sales staff, their ability to excel at their jobs is intimately entwined, and this holistic approach illuminates a path to breaking down the silos in a retail organization through shared data and insight. Conversational examinations of each business component highlight the practical functions and obstacles professionals encounter on a daily basis and then demonstrate how data analytics can be applied to improve overall business performance, customer satisfaction, and as a result, profitability. Inspiring examples of a variety of retailers reveal you don't need any experience in mathematics or IT to effectively use analytics to enhance your contributions and value to your company. Keep this practical guide on hand while you: Use an analytically optimized process to have the right garment, in the right location, at the right price when the customer wants it Engage with your customer to communicate the most relevant merchandise and relevant offers; and through the right means of communication; to drive customer loyalty and a path to purchase Proactively apply machine learning, predictive analytics, and other cybersecurity tactics to reduce the costly risk of fraudulent purchases and suspicious activities Discuss your new understanding of retail analytics to land a job and further your career *Style Statistics* shows you how to achieve your highest goals by adding scientific control to the art of retail. From the Back Cover PRAISE FOR *STYLE STATISTICS* "As a nontechnical retail aficionado, I found *Style Statistics* to be a modern, applicable guide to gaining a competitive edge in a fierce industry. Bullard's knack for retail shone through and provided an insightful path to success, as an organization and as an individual, in a constantly evolving landscape." —Erin Fatica, Replenishment Planner, HSN "I have no doubt that leveraging the art and science of analytics is a key to the future for retailers large and small. Use the information and insights that you'll gain from *Style Statistics* to turbo-charge the success of your business!" —Steve Knopik, CEO, Bealls Inc. "As a buyer for a large department store I am always trying to find the balance between customer wants by store location and how to best meet supply and demand. Delivering beautiful product to a store is a great feeling, but knowing product you deliver also has analytical data backing it up is a dream come true to any buyer." —Tiffany Kozel, Corporate Buyer, Dillard's "Retail has become an extremely competitive and rapidly changing business. In today's omnichannel marketplace, robust retail analytics are critical to successfully connecting with and retaining the customer. In *Style Statistics*, Ms. Bullard lays the groundwork with historical information around the business of retail, while providing a forward-thinking approach to current and future challenges. *Style Statistics* is educational, approachable, and entertaining! I would definitely recommend this book to both new and experienced planning and allocation professionals!" —Christy L. Jameson, Merchandise Planning

and Allocation Management Professional "Analytics is rapidly becoming the biggest strategic lever that a brand can exercise for competitive advantage and global growth. Style Statistics contains a wealth of information to help you navigate today's ultra-competitive marketplace by translating data into actionable business insights" —Sahal Laher, EVP: Digital, Innovation and Technology; Global CIO, Brooks Brothers

About the Author  
**BRITTANY BULLARD** is a Solutions Analytical Consultant in the Retail and Consumer Packaged Goods Practice at SAS Institute. At SAS, she assists retailers in driving profitability through the use of powerful analytics. During her nine years of retail industry experience, she implemented, managed, and took part in planning solutions for allocation, replenishment, forecasting, location planning, and assortment.