

DATAPOINTS

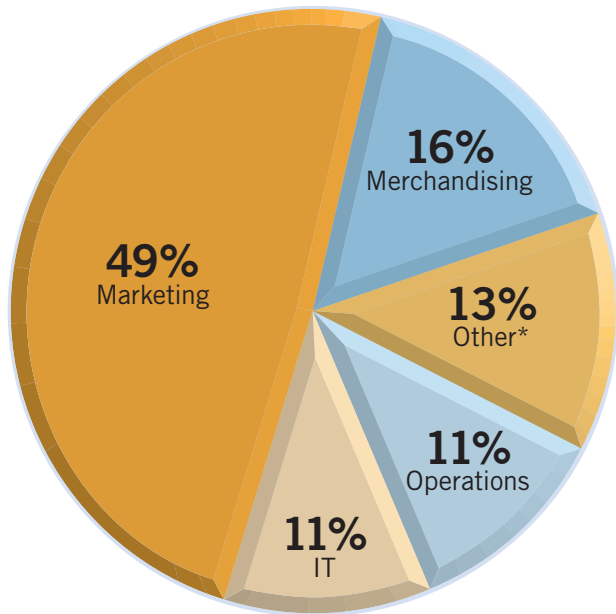
Big Data Seen Creating Value

Big data is creating value for retailers in several ways, but the most important is supporting faster fact-based decisions, according to a report from Brick Meets Click, which surveyed 110 consultants, retailers, wholesalers and others involved with the use of shopper

information. About two-thirds of respondents are actively involved in a big data project. The top barriers to retailer use of big data all involve organizational capabilities, not technical constraints, the report found.

SOURCE: Brick Meets Click

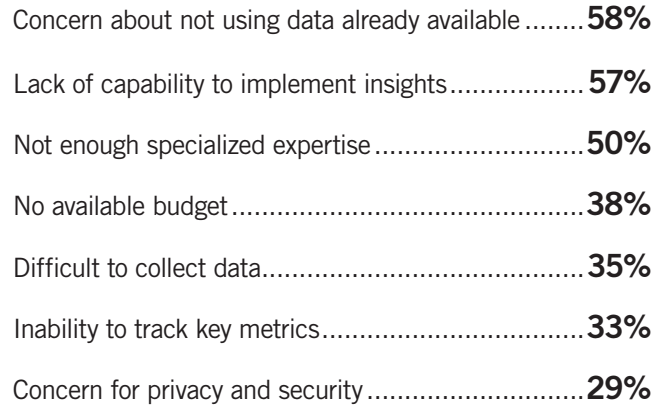
Marketing Supports Big Data
(division that is sponsoring big data projects within each company)



*Includes research and development, executive management, supply chain, and sales/category management.

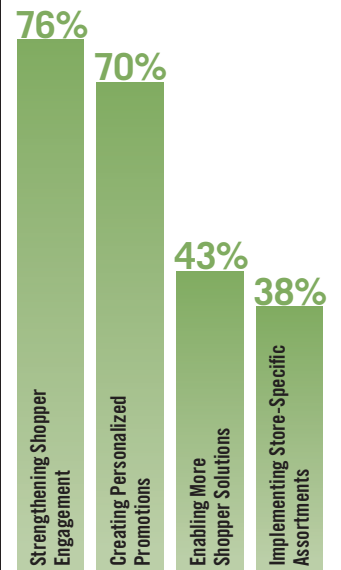
Barriers to Big Data

(multiple responses allowed)



Opportunities to Drive Demand*

(multiple responses allowed)



*Where big data will create value in the next two years

69%

of respondents said marketing to individuals (vs. shopper segments) will be the focus in the next 2 years.

“In less than a year we’ve seen big data evolve from the province of data scientists to a tool that’s creating value on both the demand and retail sides of retailing.”

— BILL BISHOP, chief architect, Brick Meets Click

Top Data Sources*

(multiple responses allowed)

Shopper-identified transactions (loyalty, payment card, etc.) 52%

Mobile devices 44%

In-store tracking 39%

Shopper feedback 32%

Social media 24%

*Sources identified as having high potential for improving retail performance.

65%
of respondents say they are involved in a big data project

Creating Value
(Top 3 ways big data creates value for retailers; multiple responses allowed)

