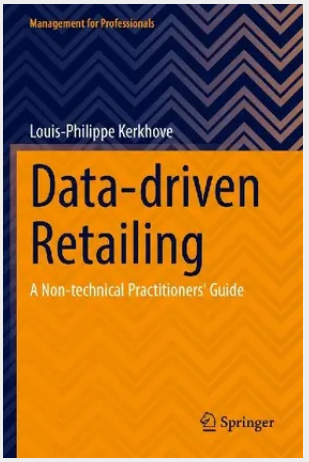
Kerkhove

Data-driven Retailing

A Non-technical Practitioners' Guide



This book provides retail managers with a practical guide to using data. It covers three topics that are key areas of innovation for retailers: Algorithmic Marketing, Logistics, and Pricing. Use cases from these areas are presented and discussed in a conceptual and comprehensive manner. Retail managers will learn how data analysis can be used to optimize pricing, customer loyalty and logistics without complex algorithms.
The goal of the book is to help managers ask the right questions during a project, which will put them on the path to making the right decisions. It is thus aimed at practitioners who want to use advanced techniques to optimize their retail organization.

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53,49 €
49,99 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9783031129643
Medium: Buch
ISBN: 978-3-031-12964-3
Verlag: Springer
Erscheinungstermin: 07.10.2023
Sprache(n): Englisch
Auflage: 1. Auflage 2022
Serie: Management for Professionals
Produktform: Kartoniert
Gewicht: 423 g
Seiten: 257
Format (B x H): 155 x 235 mm

Kundenservice Verlag Dr. Otto Schmidt KG
Neumannstraße 10, 40235 Düsseldorf | kundenservice@otto-schmidt.de | 0221-93738-997 (Inland)