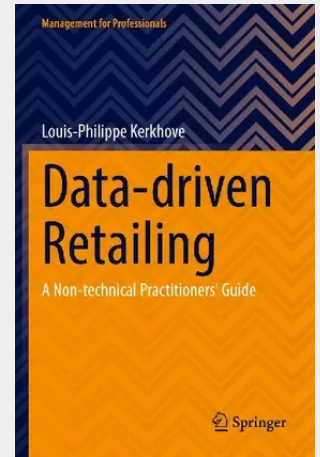


Data-driven Retailing

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

