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Retail Analytics: The Secret Weapon

Emmett Cox

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Retail Analytics: The Secret Weapon Emmett Cox
The inside scoop on boosting sales through spot-on analytics

Retailers collect a huge amount of data, but don't know what to do with it. *Retail Analytics* not only provides a broad understanding of retail, but also shows how to put accumulated data to optimal use. Each chapter covers a different focus of the retail environment, from retail basics and organization structures to common retail database designs. Packed with case studies and examples, this book insightfully reveals how you can begin using your business data as a strategic advantage.

- Helps retailers and analysts to use analytics to sell more merchandise
- Provides fact-based analytic strategies that can be replicated with the same success the author achieved on a global level
- Reveals how retailers can begin using their data as a strategic advantage
- Includes examples from many retail departments illustrating successful use of data and analytics

Analytics is the wave of the future. Put your data to strategic use with the proven guidance found in *Retail Analytics*.

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