Retail Analytics at Target

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Abstract: The world of retail is evolving quickly. Amazon.com has forced the brick-and-mortar chains to evolve rapidly, and the guiding hand that steers that evolution is analytics. A retail analyst can use massive data sets within tools like SAS and Excel to answer questions about what should go on the shelves, where it should go, how much space should be allocated, and more. Metrics like exclusivity, penetration, and lift can better inform decisions made by the business on a daily basis, and ensure that a company stays relevant to its consumer base.

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