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PREDICTING CONSUMER TASTES WITH BIG DATA AT GAP





Introduction

With the dynamic market, competition and customer tastes changing rapidly, the company also struggled to meet those changes. The case information, titled, “Predicting Consumer Tastes with Big Data at Gap,” goes deeper into understanding how the business has tried to shift to the use of big data to gain a larger understanding of customer preferences that would help it in its decision making.

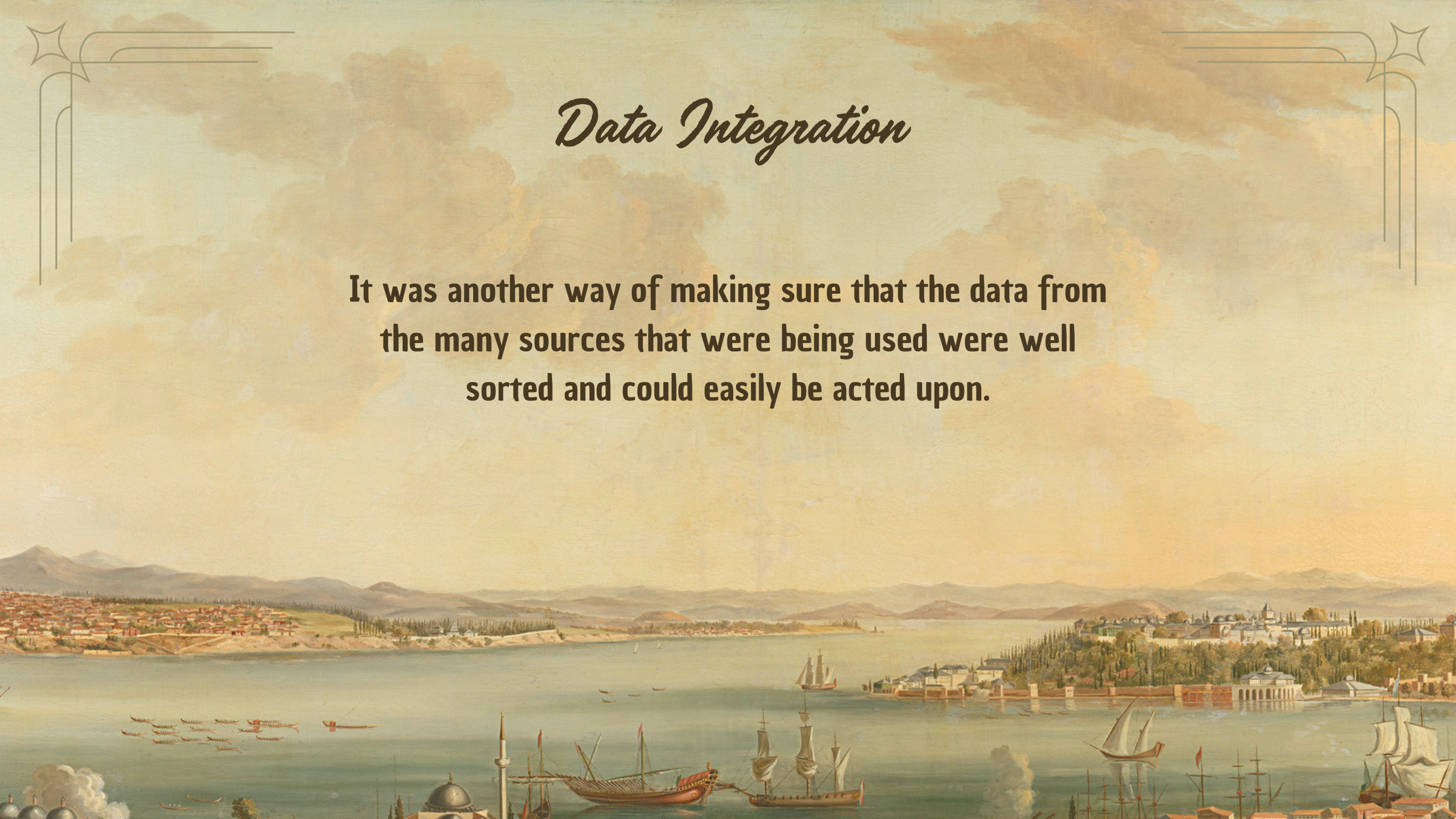
Consumer Preferences

To deal with enormous quantities of customers' data ranging from purchasing, browsing, social networks, etc, Gap applied modern tools such as data analytics. If this data is aligned with machine learning solutions, the firm could forecast further trends and ideal products.



Data Integration

It was another way of making sure that the data from the many sources that were being used were well sorted and could easily be acted upon.



The background of the slide is a detailed historical painting of a coastal city, likely Constantinople, featuring a harbor with numerous ships, a city with domes and minarets, and mountains in the distance. The painting is framed by decorative corner elements in the top left and top right.

Conclusion

The “Predicting Consumer Tastes with Big Data at the Gap” case looks at how data analytics can be used to radically change business in the retail industry. With the socio-technical advancement across the global economy, particularly emphasizing the use of data and technology, Gap learned lessons about the essence of position in relevance to consumer needs and strategy for continuous growth.

The background is a detailed historical painting of a harbor. In the foreground, several large wooden sailing ships with multiple masts and white sails are docked or moving through the water. To the left, there are smaller, simpler boats. In the middle ground, a large city with numerous buildings, domes, and minarets is situated on a hillside overlooking the water. The sky is filled with soft, golden-brown clouds, suggesting a sunset or sunrise. The overall style is that of a classical oil painting.

Resource

This case is just a sample partail case solution. Please place the order on the website to order your own orignally done case solution.

Resource: Visit thecasesolution.com for detailed analysis and more case studies.