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# **STITCH FIX: REVOLUTIONIZING PERSONALIZATION WITH DATA**

# INTRODUCTION

**The business of personal styling service for women through its connection between technology and human stylists, Stitch Fix has changed the fashion retail industry. Stylisted was created in 2011 by Katrina Lake, the company challenged the conventional approach to retail by personalizing it.**

# **DATA AND ALGORITHM**

**The firm has a unique technology-based operating model, which is a major driving force at Stitch Fix. The company gathers a great deal of information concerning the customers such as their dressing code, size, and even aspects of their lives.**

# STRATEGIES AND ISSUES

**However, with the innovation that Stitch Fix provided by establishing a non-conventional retailing business model the firm they face challenges such as high operating cost and rising e-tailing competition. Logistic management and customer retention is important for sustaining this kind of growth.**

# CONCLUSION

**Stitch Fix presents the kind of business that can transform industries through the use of data. Using information technology and human capital, the company has revolutionized the experience of customers in the fashion retail business.**

# RECOMMENDATION

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