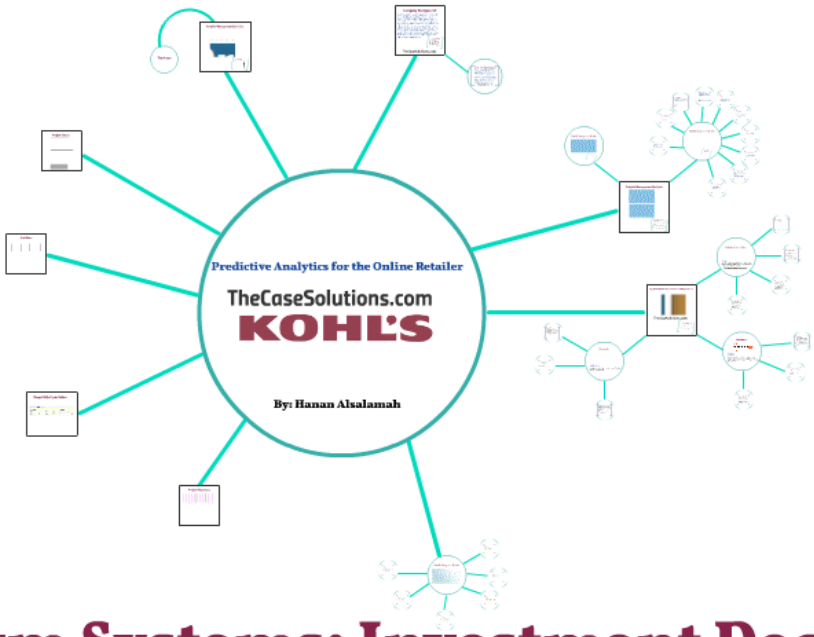

Trionym Systems: Investment Decision-Making Using Prescriptive Analytics

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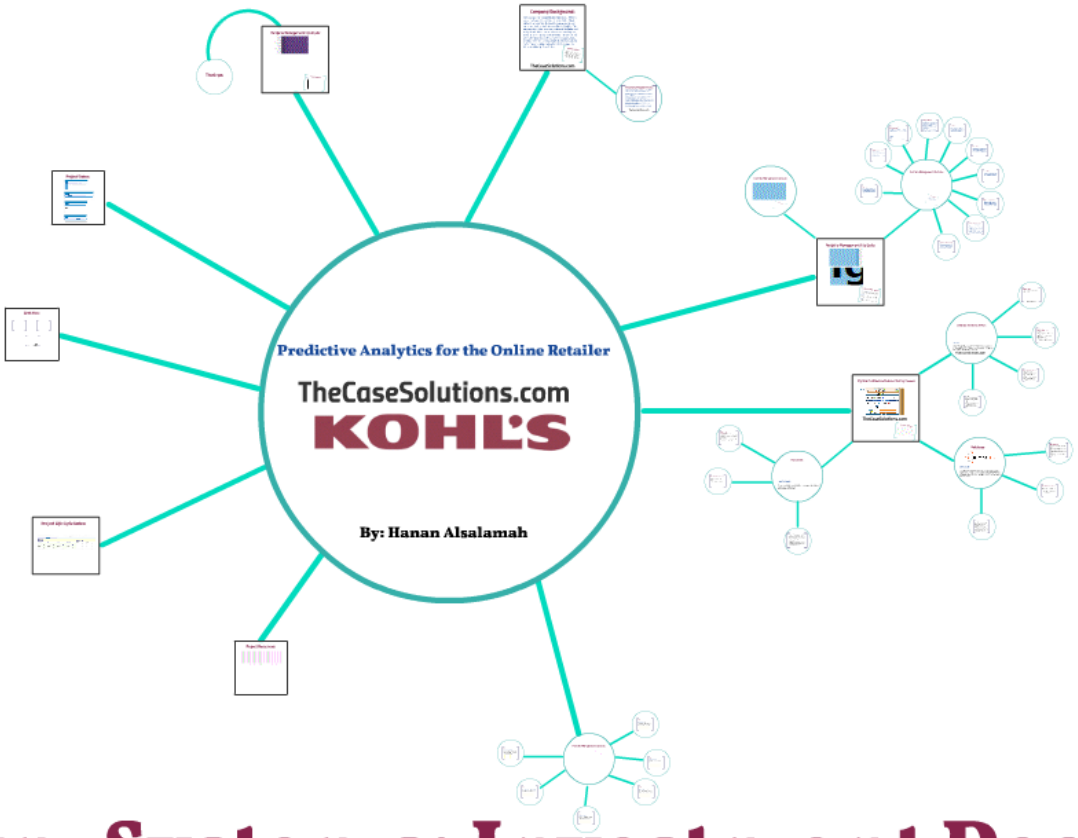

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Predictive Analytics for the Online Retailer

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KOHL'S

By: Hanan Alsalamah

Company Background:

Kohl's Corporation incorporated on March 23, 1993. It is one of the biggest discount retail chains in the United States. The chain targeting middle-income consumers and maintains low retail prices and limited staffing. The Company has 1,160 department stores in 50 states and sells private label, exclusive and national brand apparel, footwear, accessories, beauty and home products. It has an e-commerce website (khols.com) includes products available in its stores, and products available only online. Kohl's mission is to be the leading family-focused and value-oriented department store.

Project Description

Predictive Analytics models to predict the inventory demand and consumers interests in order to optimize the online shopping experience for Kohl's consumers.

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Functional Requirements:

- *The results of predictive analytics shall improve the decision making process and come up with marketing campaigns and promotions to target the customers need and increase return on investment (ROI).*

- *The system should be able to use the data collected from communication channels like social media and product review forums to analyze customers' preferences and behaviors.*

- *The system shall be able to recommend the best product for the consumer after predicting his/her behavior from the purchase history.*

- *The results of predictive analytics shall determine the right price at the right time after analyzing the pricing trends in the market, sales, and historical data.*

- *The results of predictive analytics shall be able to identify consumer demands, hence, manage the inventory.*

- *By analyzing consumer's behaviors, predictive analytics shall be able to eliminate potential fraud before the consumer complete the transaction.*

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Big Data Architecture Decision Making Process:

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Language and Orchestration:

Pentaho:

A comprehensive data integration and business analytics platform that brings together IT and business users for easy access, integration, visualization and exploration of any data

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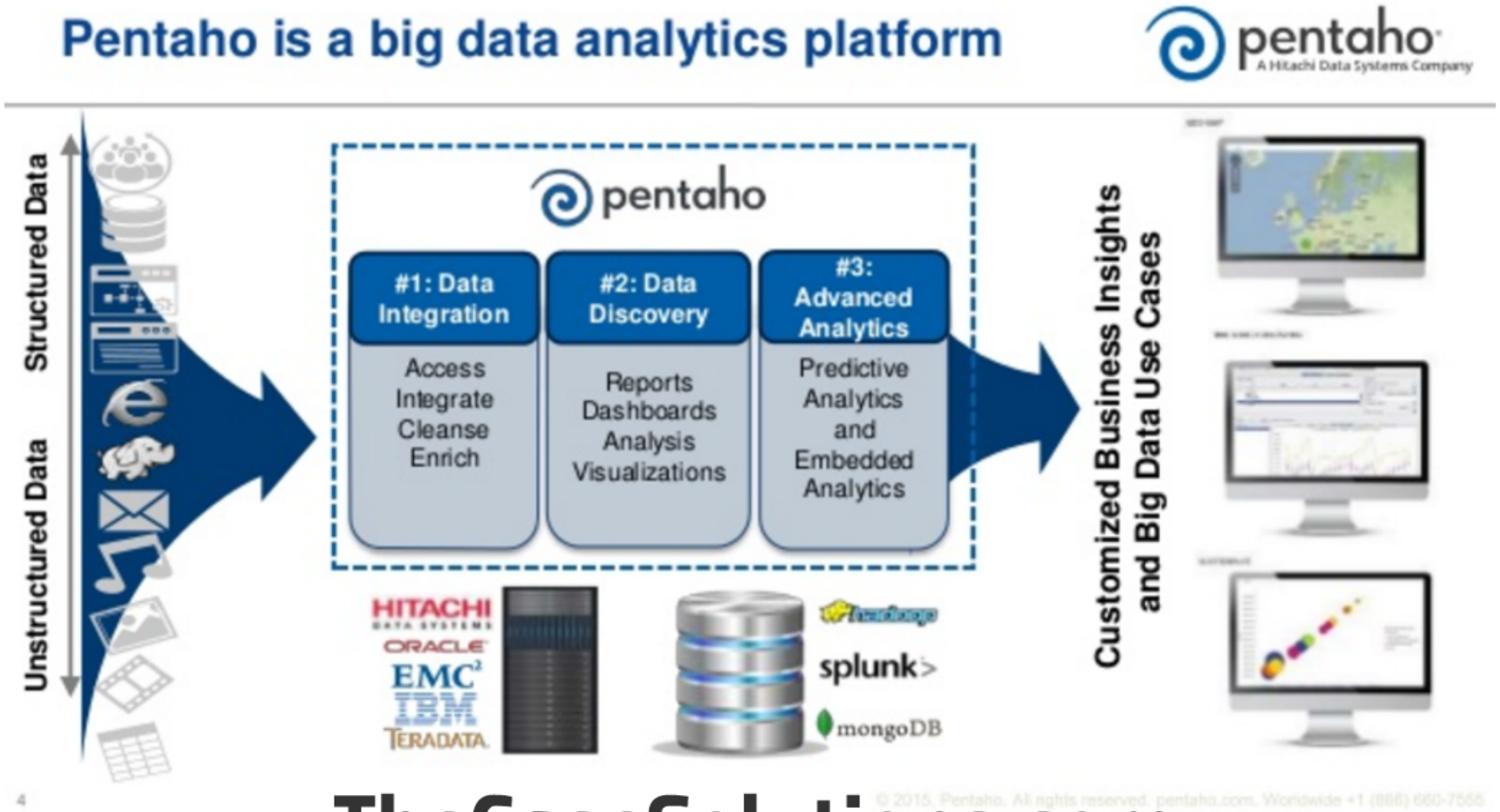
Why Pentaho?

- *Pentaho includes data discovery, data integration and predictive analytics.*



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Why Pentaho? Cont.

- Huge community support.
- Unlimited visualization and data sources
- Big data analytics platform supports the whole process of predictive analytics.
- Easily scalable.
- Easily integrated on top of existing infrastructure including any big data ecosystem.
- Complete Suite of analytics tools

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