You will be given a large dataset that will form the basis for the group assignment. In self-selected teams, you will identify a marketing problem that you think the data can address. Each team will prepare a 10-minutes pre-recorded presentation and will submit an annotated edition of your presentation slides (max. 2,500 words).

**Project details**

Sky5 is a fictitious retailer that sells clothing and home items (similar to Zara) in the US. The company is relatively successful but wishes to grow and diversify further in the future. It has a number of ideas for further development and wishes to use the power of marketing analytics to see some of them come to fruition. For example, Sky5 has recently launched a few promotion campaigns; it is also exploring the potential to launch a clothing rental service and ran a short survey to examine people’s intentions to use such a service; it is also open to ideas to extend the business to other product categories or services.

In this project, your task is to use marketing analytical tools to aid in future decisions about the company. You cannot do everything, and you must be selective about the topic, techniques, and data used.

**Two** versions of the dataset (SPSS and Excel) will be made available. You will be able to find more details about each variable in the SPSS file. The data includes a representative sample of customers with information integrated from several sources (e.g., survey responses, transaction records, information from third parties). Part of your task is to examine what information is available in the dataset and then to decide on your research topic. There are many variables and part of the challenge will be for you to identify which variables are most useful for your analysis.

There may be many research topics that you can explore. The following are only a few examples and you are encouraged to explore other creative ideas:

* Segment customers to identify those who are most valuable for the retailer
* Identify factors related to product selection or revenue
* Predict why customers are leaving (e.g., inactive for long)
* Predict the customer future purchases for new offers
* Develop new product ideas, e.g., related to lifestyle, technology or media
* Collect twitter data on clothing retailing and analyse prevalent topics

**Assignment Details**

In self-selected groups of **five (maximum six) students,** you will need to conduct data analyses and prepare a presentation in which you will present your results and give recommendations to Sky5. **You are required to conduct at least two analyses from separate lecture topics from two different weeks**. The presentation length is going to be **10 minutes**.

In your presentation:

* Describe the angle you have chosen and why it is important to Sky5
* Describe the data and techniques used to analyse the data
* Summarize your findings (only report the findings relevant and meaningful to your research problem); indicate, where appropriate, whether your findings are statistically significant.
* State the business implications – Based on your findings, discuss the business implications and recommendations.

*Presentation Format*

You will need to prepare a **pre-recorded** presentation. More information and detailed technical guidance on how to do this will be available soon.

*Annotated Slides*

In addition to the pre-recorded presentation, an annotated edition of your presentation slides (containing explanations on the analyses you performed and your obtained results) must be handed in via KEATS. Please provide the annotations in the presentation notes. The world limit for the annotations is 2,500 words (+/- 10%).

*Please note: I will stop reading at 2,750 words as this shows you have not observed the word count. There are no direct consequences for presentations with annotations which are under the word count, however, be mindful that you have discussed your analyses, results, and implications in enough depth*.