

## LESSON PLAN

**Subject Name: Retail Analytics**

**Lecture hours: 60**

**Objective:** To learn the latest trends in retail industry and to find out the maximum utilization of data and how effectively it is been used by the company in order to take appropriate decisions at the right time.

Sl. No	UNIT & OBJECTIVES	No. of Lecture Hours	Methodology/Instructional techniques	Evaluation/learning confirmation
<b>Module I</b>	<b>Retail Overview</b>	<b>15</b>		
1.	Introduction	3	Lecture	Question and Answer
2.	Channels	3	Lecture	Question and Answer
3.	Formats	3	Lecture	Question and Answer
4.	Evolution of Retail	3	Lecture	Question and Answer
5.	Retail Today	3	Lecture	Question and Answer
<b>Module II</b>	<b>Retail Strategy</b>	<b>15</b>		
1.	Introduction	3	Lecture	Question and Answer
2.	Market Identification	4	Lecture	Question and Answer
3.	Proposition Design.	4	Lecture	Question and Answer
4.	Competitive, Advantage	4	Lecture	Question and Answer
<b>Module III</b>	<b>Retail Business</b>	<b>15</b>		
1.	Retail P & L	2	Lecture	Question and Answer
2	Real Estate, Buying	5	Lecture	Question and Answer

3	Retail Distribution	3	Lecture	Question and Answer
4	Store Design, Retail Operations.	5	Lecture	Question and Answer
<b>Module IV</b>	<b>Analytics in Retail</b>	<b>15</b>		
1.	Category Scorecard	3	Lecture & Activity	Question and Answer
2.	RFM,	4	Lecture & Activity	Question and Answer
3.	Market Mix Modelling, Store Clustering,	5	Lecture & Activity	Question and Answer
4.	Market Basket Analysis.	3	Lecture & Activity	Question and Answer

- 1) 10 marks CIA (assignments and test)
- 2) 20 marks ( Mid Term)
- 3) 70 marks ( ESE )

TEXT BOOKS

**BOOKS FOR REFERENCE:**

1. Retail Analytics- Integrated Forecasting and Inventory Management for Perishable Products in Retailing ByAnna-Lena Sachs
2. Retail Analytics: The Secret WeaponByEmmett Cox

Prepared By:

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Approved By: