The Role of Big Data in Retail Location Decision Making
Sharpe Innovation Commons Workshop Series

FEATURING DR. LAWRENCE JOSEPH

KFC MARKET PLANNING MANAGER

March 5th, 2019
2:30 pm
In the Sharpe Innovation Commons

Dr. Lawrence Joseph graduated with his MA from Kent State University in 2005 and his PhD in Geography from Arizona State University in 2013. n an ever-increasingly competitive retail environment, including from e-commerce, retailers with brick-and-mortar locations must take advantage of the great amount of available external and internal data in order to make the best decisions possible surrounding their physical assets. This talk will highlight and provide examples from a retail practitioner perspective of how Big Data is being utilized to create predictive models that support crucial business decisions on locations. The discussion will center around applications and best practices for market research and the associated evaluation of individual sites. In particular, the application of massive mobile data and psychographics will bediscussed.

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