



WHAT CAN DATA DO?



BACK-TO-SCHOOL

Predict Back-to- School Demand?



EPISODE #4



DATA IN ACTION

Sales | Calendars | Search

Theresa Deitche | Senior Data Analyst

02

HERE'S HOW

Retailers analyze:



Past sales



School calendars



Search activity

Theresa Deitche | Senior Data Analyst



03

WHAT IT REVEALS

The data can reveal:



Best-selling products



Peak demand periods



Regional differences

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05

THE TAKEAWAY

Good data
helps retailers
plan inventory
before demand
peaks.



BACK-TO-SCHOOL

BETTER INSIGHTS | BETTER DECISIONS



06

YOUR TURN

What was
your favorite
back-to-school
purchase?



Notebook, backpack,
pens, or something else?



FOLLOW ME FOR MORE

What can data do?

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