

## Oxford Retail Futures Conference

### Data Analytics: Exploring Consumer & Market Data in the Retail & Supply Chain Environment

#### Agenda

#### Tuesday 6th December

*Venue: Lecture Theatre 6 (LT6) (West Wing), Saïd Business School, University of Oxford, Park End Street, OX1 1HP*

08:45 Registration (Foyer, West Wing) and Coffee (Club Room)

09:10 Welcome

*Jonathan Reynolds, Oxford Institute of Retail Management, University of Oxford, UK*

09:15 An Introduction to CDRC and retail data analytics

*Paul Longley, UCL/CDRC*

#### Panel one. Developments in Data Acquisition & Analysis

##### Facilitated by Martin Squires, Walgreens Boots Alliance

09:30 The Smart Street Sensor Footfall project

*Karlo Lugomer and Balamurugan Soundararaj, UCL/CDRC*

09:45 Applications of Big Data for Social Science: Prospects of Loyalty Card Data

*Alyson Lloyd, UCL/CDRC*

10:00 Tackling the lack of Data problem for the Retail sector in Greece: Can the “Open Malls” project provide a solution?

*Valia Aranitou, University of Crete and Charalampos Arachovas, Institute for Commerce and Services of the Hellenic Confederation for Commerce and Entrepreneurship (IN.EM.Y. of ESEE)*

10:15 Q & A / Discussion

10:45 Coffee/tea (Club Room)

#### Panel two. Understanding Areas and Activities

##### Facilitated by Jonathan Reynolds, OXIRM/CDRC

11:15 Recent evolution of urban retail systems and regional data: opportunities and open questions in Lombardy (I)

*Mario Paris and Giorgio Limonta, Politecnico di Milano/Urb&Com Lab.*

11:30 Developments in Areas and Activities linked datasets

*Guy Lansley, UCL/CDRC*

11:45 Demographic and scale consumption behaviour of Youth population in the UK

*Roberto Murcio, UCL/CDRC*

12:00 Q & A / Discussion

**12:30 Lunch (Hot and cold buffet, Pyramid Room)**

13:30 Keynote address: Innovation and data in loyalty marketing – an historical approach

*Cristina Ziliani, Università di Parma, Department of Economics, Osservatorio Fedeltà*

**Panel three. Organisational aspects of big data – implications for firms**

**Facilitated by Richard Cuthbertson, OXIRM**

14:00 A data-driven approach to make optimal lead-time decisions

*Gaetano Marino, Giulio Zotteri and Francesca Montagna, Politecnico di Torino*

14:15 Customer data as a driver of transformation

*Lauri Paavola, Aalto University*

14:30 Internal resource sharing platforms in decentralized organizations

*Olli Rusanen, Aalto University*

14:45 Digital platforms for the physical environment

*Richard Cuthbertson, Oxford Institute of Retail Management, University of Oxford, UK*

15:00 Q & A / Discussion

15:30 Coffee/tea (Club Room)

**The Practitioner's viewpoint**

15:50 Retail customer data: issues and challenges from practice

*Martin Squires, Walgreens Boots Alliance*

16:20 Closing remarks

16:30 Close