

## **Implementation of applicable models of Customer Analytics for a Retail Company in Mexico**

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Big Data has become a worldwide tendency, having strong presence in the technological sphere as well as an increased growth in all market sectors. In this final evaluation project, extensive exploration on Big Data literature, predictive analytics, client analytics, as well as that of tools and technologies associated with the compilation and processing of mass data was undertaken. Furthermore, the elaboration of a data analysis model is being performed for a company within the ambit of the retail sector in Mexico. The abovementioned, through the development of a pilot test, which consists of three general stages, identification of the client, validation and refinement of the model and a forecast of new clients. The pilot test implies the formulation, refinement and reading of data of mass scale. This is undertaken by making use of three analyses: discriminant analysis, hierarchical cluster and k – media cluster. The methodology employed is DMADV, which is used where there is a need of designing or a re-designing of products and/or processes or, such as this case, the process of data analysis. As a result a model capable of identifying 5 different segments, which the potential of providing analytical capacities in order to know, grow, monitor and maintain e-commerce clients within the retail business of Mexico.

### **Keywords (12 font)**

Big data analytics, customer analytics, descriptive analytics, predictive analytics.

## **Biographies**

**Daniela Garza Gutiérrez** earned B.Sc. in Engineering Management at the University of Monterrey, Mexico. She also has experience in the elaboration and communication of indicators reports, in the planning, execution and closing of projects focused on training, and in improvement projects under a consultancy intervention. She worked more than year and a half in the credit area at Value Arrendadora Financial Group. She also worked for one year in Oxxo's corporate in the area of human resources in training and development. She is certified in Customer Analytics by Wharton University, USA, and she developed a consulting project in customer analytics for HEB.

**Juan Ignacio González Espinosa** earned Bsc. in Marketing graduate by the ITESM Campus Monterrey with mention of excellence. He earned a MBA from EGADE Business School and PhD in administration, with a major in international business and strategy. Trainee exchange as a doctoral student at The Ohio State University, at the Fisher College of Business, and specialization in Peking University. He's full time professor at Engineering Department in the Engineering management academic program, at University of Monterrey.