



DIGITAL RETAILING

**Online is shaping
our lives**



Consumer trends



1. From **“Needing Staff”** to **“Demanding Experience”**
2. From **“Conformity”** to **“Customization”**
3. From **“Nice staff”** to **“Nice & Now”**
4. From **“Self”** to **“Community”**



Business Impact



The team

Game change: you need people to have different sets of competencies

Technology : Innovation Lab, Lean Organization, Automation

Agility: the environment is changing as we speak and we need to enhance a mindset throughout the organization which enables speed

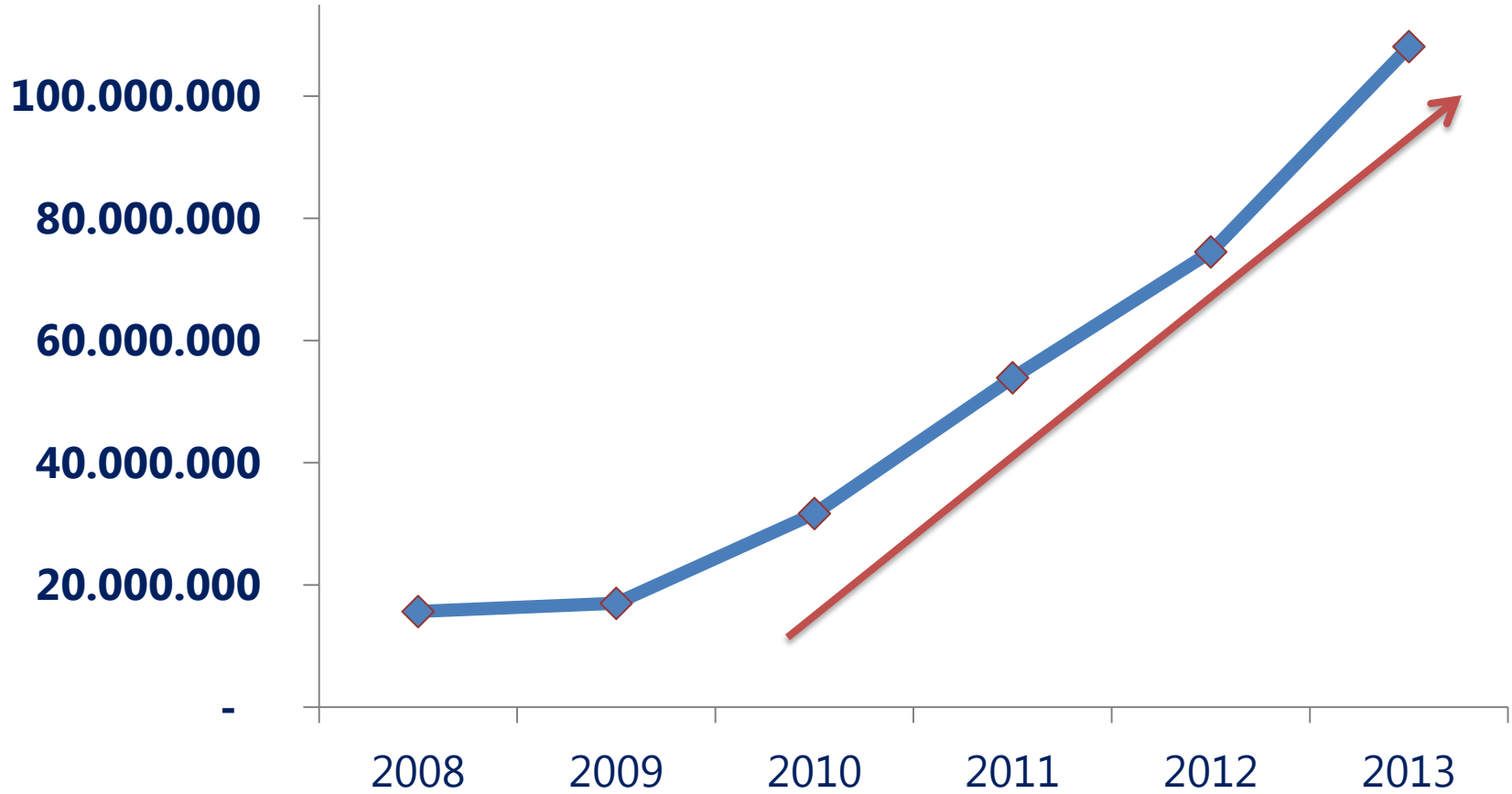
Marketplace model: infinite shelves - long tail, integrating different operations under the same platform



The Shopping Destination with Infinite Shelves



eMAG Yearly Visit Evolution



**+130 Million
Visits FY* 2014**

**The Highest
Traffic in RO**



What about other places?



Dubai Mall

75

Million visits /Year



Lafayette

25

Million visits /Year

Value Map in Online Retail



BIG DATA

Pre-Requisites

1. How is the business decision making process in the organization ?

Business Judgment  Data Driven

2. How well does the organization understand the client?

Poorly  Very well

3. How fast does the organization react to change, to something new?

Slow  Real-time

4. Is Data Analytics investment a priority for the organization ?

Not at all  Top priority



BIG Data can impact

- CRM
- Pricing
- Sourcing
- Assortment Planning
- Inventory Management
- Vendor Management
- Operations



The clients

You don't see them but you know so much more about each and everyone. Thus the clients expect us to do something with this knowledge

KPIs Dashboard

> 150 Weekly Basis

Thank you!