

Dagrofa

Making sense of big food data - retailers, customers and Big data in Denmark
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Where are we now

- We store everything
 - All the transactions
 - All the personal data
 - Mastercards
 - External data, suppliers
- We use all kind of methods to retrieve information
 - Logisticsprograms
 - MobilePay, Kocitcards, Loyaltycards
 - Coopere

But we don't use it

Dagrofa

Agenda

Briefly about this presentation

- Where are we now
- What are the challenges
- What is going to happen

What are the challenges

- There are to many stores in Denmark and the competition is enormous
 - The baskets need to be bigger / more loyal customers
- "Sound business practice" versus advanced datamining
 - Lack of qualified employees
 - POC
- Logistics
- The general data protection regulation
 - Dataportability

Where are we now

Most retailers in DK has some sort of loyalty program or gather data about the costumers in some way

45.000 members	100.000 members	?? members
?? members	500.000+ members	1,7 mio members

What is going to happen

- We are becoming customers to our own customers
- We have to learn, that data is multifunctional
- We need to accept, that sharing data doesn't make us vulnerable
- Customers as "data donors"
 - How do we handle this / data processing agreements