

<b>Company Name:</b>	Shop Direct
<b>Team / Department:</b>	Data Science
<b>Address:</b>	Liverpool & Central London

**Provisional title for project:**

Understanding the influence of vouchers on customers shopping behaviour

**Short abstract of what the project would probably entail, and the data to be used:**

Shop Direct uses a variety of different discount strategies to drive sales and keep customers coming back to our websites, from sales event promotions on our brand homepages through to individually targeted discount vouchers sent to customers via email. Over the last 2 years, Shop Direct has significantly increased the complexity of its voucher strategies and are now looking to leverage the customer and transactional data generated around offer performance to start to answer some of the key strategic questions to help to influence the next phase of our voucher strategy.

The ultimate aim of this project would be to determine whether voucher or discount usage has a long term negative effect on customers engagement, for example a customer will only shop when there is a discount available. As part of this, we are also interested in determining whether we can identify customers or customer types who are dependent on vouchers or discounts to shop.

**Essential and desirable skills that the student would need to have:**

**Essential skills (NB):** Ability to work with large datasets using tools such as SAS, R and SQL or similar

**Desirable:**

**Preferred degree programmes (if any):** Mathematics, Statistics, Data Science, Operational Research, Computer Science or similar

**Would any work by the student need to be carried out on site at the Company with the exception of supervisory meetings?**

Yes – Either at our Liverpool or London offices

**Any issues of data confidentiality and IPR that would need to be resolved?**

Data protection agreements & NDA will be required. Any academic publication using Shop Direct data would need to be approved

**Preferred selection method**

Face to face interview

**Support and training offered by the company**

Minimum one hour project meeting per week. Ongoing internal mentor support

**Financial assistance offered by the company**

We agree to provide the student with a £500 stipend upon successful project completion

**For details on how to apply, please visit:**

<https://www.cdrc.ac.uk/retail-masters/details-for-students/>