

Company Name:	Shop Direct
Team / Department:	Data Science
Address:	Liverpool & London

Provisional title for project:

Increasing the reach of Shop Direct's marketing spend

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

Shop Direct communicates with customers in a number of different ways, for example; email, direct mail, telemarketing. Within recent years we have seen the number of customers that we can communicate to decreasing due to people opting out of marketing communications. This impacts our ability to maintain profitable long term relationships with our customers.

The aim of this project is to look at ways in which to address this declining marketable base and increase the reach of our marketing spend, including strategies for reaching customers that are not currently marketable (e.g. tailored promotional content on the website). Propensity, segmentation or uplift modelling could be used to identify customers that are responsive to online promotions in order to enhance future campaigns.

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/>