

## **Big Data in Retail Industry in Japan: Key Research Findings 2015**

### ◆ **Research Outline**

**Yano Research Institute has conducted a study on IT and Big data in the domestic retail industry with the following conditions:**

1. Research period: From November to December, 2015
2. Research target: Domestic leading retailers
3. Research methodologies: Surveys via telephone

#### **What is the Research on IT and Big Data in Retail Industry?**

Yano Research Institute conducted a telephone research to the domestic leading retailers (department stores, supermarkets, specialized stores, co-op, and etc.) occupying the top sales ranking, with regard to data utilization through POS, customers, and e-commerce websites, and some attempts of big data utilization.

### ◆ **Key Findings**

#### ■ **Retailers Hope to Utilize IT and Data for Encouraging Existing Customers to Visit More**

When asked to 173 retailers regarding which domain/field or what task the data utilization should be applied to, the largest number of response was for improvement of visit frequency by the existing customers, which dominated 61.8%, followed by for product merchandizing which occupied 53.2%, and for raising average purchase amount per customer, 50.3%. Conversely, the companies seem to have less interest in utilizing data to the future issues such as O2O (online to Offline) and attainment of omni-channel, which respectively accounted for 11.0% and 15.6%.

#### ■ **Only 6.9% Retailers Eager to Try Utilizing Big Data**

When asked to 173 retailers regarding eagerness of utilizing big data, only 6.9% responded that they are actually pressing ahead with big data utilization, which shows that the issue has not been addressed by the most retailers. Although there are 20.2% of respondents that recognize big data utilization as important though they are yet to make any attempts, 42.8% of enterprises regard the big data issue to be low priority. 28.9% have no plan to do anything for it. When totaling the percentages as of today, over 70% of retailers are not too eager for big data utilization.

### ◆ **Report format:**

Published report: "Retail Solutions Market 2015 -Big Data Solution Trends-"

Issued on: December 28, 2015

Language: Japanese

Format: 199 pages in A4 format

Price: 190,000 yen (consumption tax shall be additionally charged for the sales in Japan.)

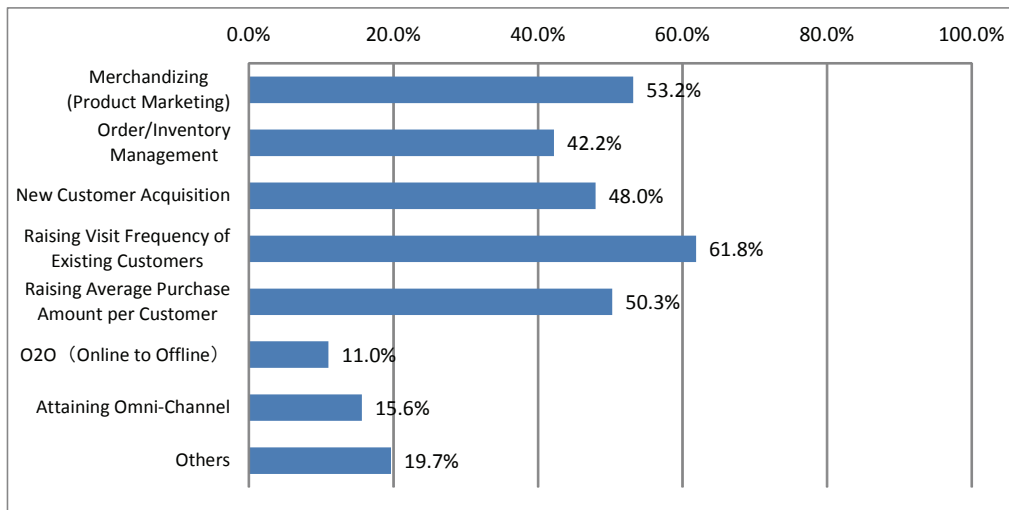
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■ **Figure 1: Tasks or Business Domain that Retailers Wish to Use Big Data for in Future**

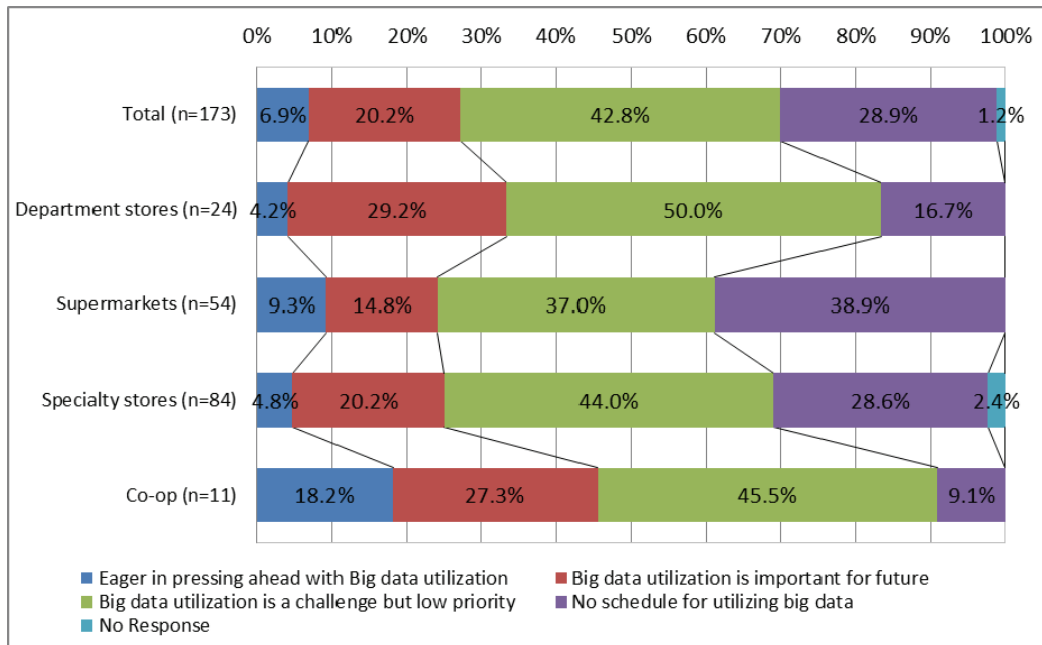


Estimated by Yano Research Institute

Notes:

1. Research period: From November, 2015; Research target: 173 domestic leading retailers; Research methodologies: Surveys via telephone, multiple responses allowed.

■ **Figure 2: Eagerness of Big Data Utilization at Retailers**



Estimated by Yano Research Institute

Notes:

2. Research period: From November, 2015; Research target: 173 domestic leading retailers; Research methodologies: Surveys via telephone, single response allowed.
3. The values in the above figure may not match the total ratio, for the values have been rounded.