

Paper 380-2007

Sponsor Presentation: HP Category Management - Data Mining and intelligence In Action

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ABSTRACT

Servicing customers, improving product quality and decreasing costs are critical to growing HP's Supplies, Imaging and Printing Group business.

To meet these business needs, HP launched a category management analytics initiative. One objective of which was to drive increased consumables business (and overall profitability) while providing a more efficient merchandising system for HP retail partners. Working with SAS solutions for data mining and analytics provided actionable knowledge to help drive HP operations, engineering and management communities.

Presented by Gary Helms, HP Global Business Intelligence Analytics Lead and Howard Hovagimian, HP Consulting Statistician, this case study focuses on a solution which creates a destination for photo supplies while enhancing the overall consumer shopping experience for printers and supplies across subcategories.

No paper was submitted for publication.

CONTACT INFORMATION

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