

1 Prediction of retail consumer behavior

1.1 About Nepa

Nepa is a company at the crossroads of research, consulting and IT. We use technology and industry expertise to develop innovative and efficient research solutions that go beyond insights and enable action.

By combining survey, behavioral and business data, we make our clients truly customer-centric by tying what consumers say to what they actually do. Connecting the dots between data sets transforms the voice of the consumer into a concrete tool for decision-making with real financial impact.

Headquartered in Stockholm, we have ongoing assignments in over 50 countries across four continents. Local presence in China, Denmark, Finland, India, Singapore, Sweden and the United Kingdom ensures hands-on service for our clients.

Beyond insights, we enable action

1.2 Background

Consumer behavior prediction is essential in modern targeted advertisement systems. Even so, there is much room for improvement in this area when it comes to brick and mortar retailers. Nepa works with some of the largest Swedish, and international, retail chains and the potential benefit of better predictions are huge. Due to this, Nepa wants to investigate the possibility to create a prediction model based on historic transaction data as well as demographic data which can accurately predict individual persons shopping need.

1.3 Goal

The goal of this master thesis is apply modern machine learning methods to determine the feasibility, and develop a model, for prediction of individual consumer's retail behavior.

1.4 How to apply / Contact person

Send personal letter, CV, and course transcript to Daniel Malmquist (daniel.malmquist@nepa.com)