

Big Data & Small Qual: Amazing Best Friends

Chicago April 2-3, 2019

Presented by:

Walgreens

Member of Walgreens Boots Alliance

In partnership with



**Questions,
questions,
so many
questions . . .**





Walgreens
24 HR

PHARMACY



There's a way
to look

Walgreens
24 HR

ME MedExpress

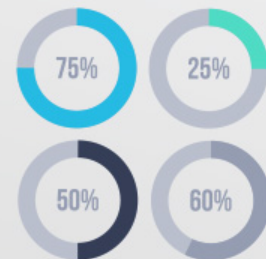
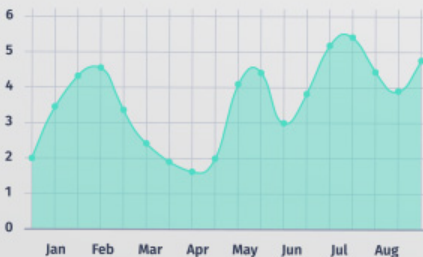
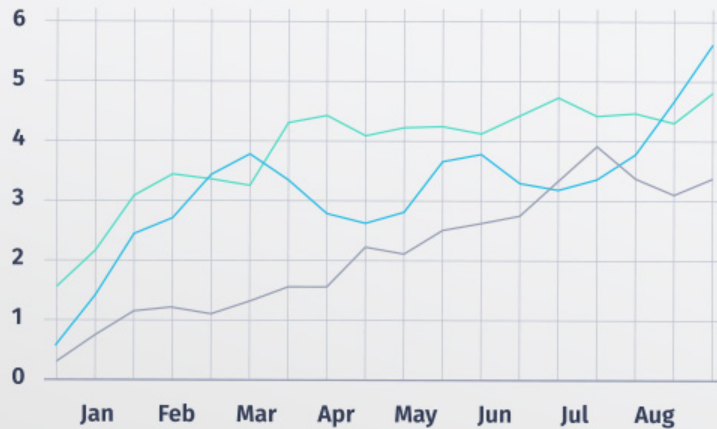
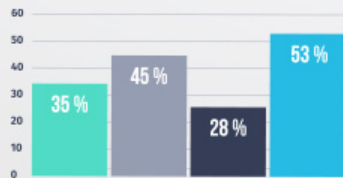
URGENT CARE

PHARMACY

5870



Data looks good!







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WALGREENS VIEWPOINT

JOIN
WALGREENS
VIEWPOINT





A person's hands are visible, holding a white rectangular sign. The sign is held horizontally and is the central focus of the image. The person's hands are positioned at the top and bottom edges of the sign. The background is a soft, out-of-focus light color, possibly a wall or a window. The text on the sign is written in a black, cursive, handwritten style.

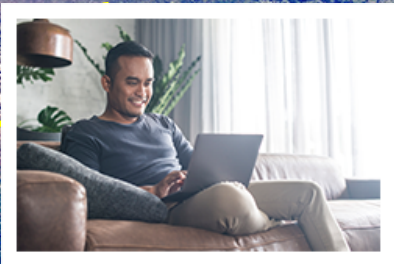
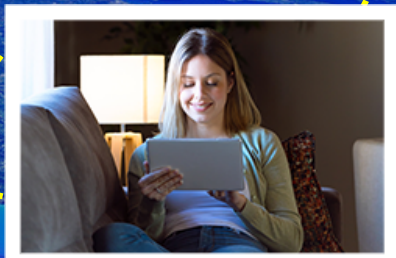
hmm...

Which ones do we want?



That one!





Exceeding Expectations.....
Sales Crowded
More FUN So many
hypotheses Friendly people
NP Snissingel sewhere...
Trips An Happy Drive by Never Crowded.....
New Item Trip Shifting Popular
Basket Size Hassle



1. Dig Deeper

2. Keep Asking Questions

**3. Combining Big Data + Small
Qual = Real Power!**





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THANK YOU

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