



BIG DATA: DOES SIZE REALLY MATTER?

By Editor / September 26, 2013

AS SHOPSCAPE SEES IT...

A useful primer on what constitutes "big data" vs. "small data," this article reminds us that despite the latest analytics trends, big isn't always best. Small data can give marketers important, qualitative feedback, and while it's important not to lose sight of the forest on account of the trees, those trees can offer some crucial insight.

Big data is becoming one big complex. It is the business world's newest iteration of "keeping up with the Joneses." The fervor for the latest and most expensive collection systems, infrastructure, and PhD-wielding data scientists is rising with the signature speed - and blindness - of a race where means are quickly parting ways with ends.



READ MORE →

Tagged: [analytics](#), [big data](#), [shopper behavior](#), [shopper marketing](#), [Shopping Innovations](#)

VODKA TOPS CONSUMERS' PREFERRED SPIRITS

By Editor / September 26, 2013

AS SHOPSCAPE SEES IT...

Vodka continues to be a crowd pleaser among shoppers in the preferred spirits category. Shoppers can get creative with their beverages, which keeps them coming back to try new flavors. Whiskey, usually considered a more challenging drink, is now borrowing some of vodka's flavor ideas to gain popularity among spirit enthusiasts.

Mixologists might love gin, and connoisseurs might tout whiskey, but vodka remains the spirit of choice among American consumers. Vodka accounts for 30 percent of all on-premise spirits, according to cocktail trend expert Donna Hood Crecca, Technomic Inc. senior director of the adult beverage resource group.



READ MORE →

Tagged: [alcohol](#), [beverages](#), [shoppers](#), [vodka](#), [Shopping Trends](#)

PS4 BEATING XBOX ONE IN HOLIDAY SHOPPING POLL

By Editor / September 30, 2013

AS SHOPSCAPE SEES IT...

With less than 3 months until the holidays, Sony's PS4 is estimated to be the gaming device of the season. Both Microsoft's Xbox and Sony's PS4 are debuting new consoles. Xbox may have triumphed in the past, but with price and communication on its side, PS4 is the anticipated gift of the year.

SDCC13 - Playstation 4 (Photo credit: W10002) A new Reuters poll asked US shoppers what their plans for dedicated gaming devices were in the upcoming holiday season, and the results should sound like music over in Tokyo. 26 percent of those surveyed said they were thinking of buying Sony's PS4, whereas [...]



READ MORE →

Tagged: [electronics](#), [holiday](#), [Microsoft](#), [shopping](#), [Sony](#), [technology](#), [video games](#), [Shopper Engagement](#)