



# Unlock the value of your data with A/B testing

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## *You know all that data you've been gathering?*

**IT'S TIME TO TURN IT INTO INTELLIGENT INSIGHTS.**

If you are like many brick and mortar retailers, you've been investing in a [data lake](#), stockpiling terabyte after terabyte. Now what are you going to do with it? How can it continue to prove its worth across your organization?

Today, retailers are demanding—and getting—ROI-based data. The goal? To [quickly make predictions](#) for the future that they can easily act on today.<sup>1</sup>

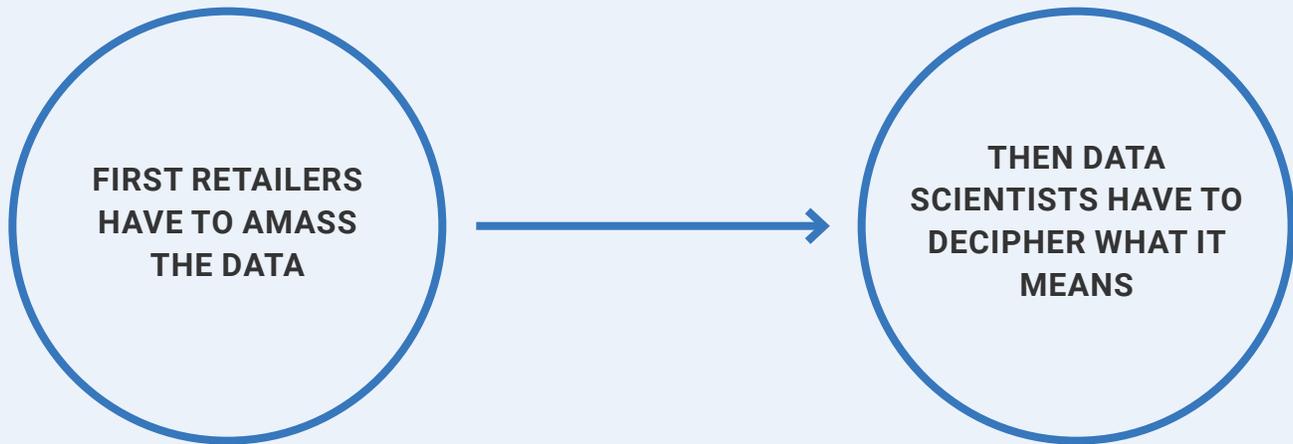


**TEST. FAIL. REPEAT.  
SUCCEED. REPEAT.**

A/B testing compares one or more variables using the same underlying conditions. The results enable you to know—with [confidence and in remarkable detail](#)—what will perform before you roll out a new promotion, store concept or pricing strategy.

## The current state: Data dependency

BIG DATA PROMISES MUCH BUT IT TAKES A DATA SCIENTIST TO DELIVER IT.



## Advance to the future state: Data democratization

There was a time when more data implied more success. Now, it's far more important to **know how to use the data** to make the right business decisions.

Some retailers are adding more data scientists to achieve their analytics goals. At MarketDial, we support the data scientist but also empower anyone to get fast answers cost effectively. *What if you could democratize data so it can be used by more people to conduct reliably repeatable A/B testing?*

**650%**

**INCREASE IN DATA  
SCIENCE JOBS SINCE  
2012<sup>2</sup>**

## *Dimension your data to enrich your analysis*

Making data more accessible starts with making it highly useful enterprise wide. **Point-of-sale data** is the lifeblood of A/B testing for retailers. You gain insights specific to financial performance, customer preferences, basket dynamics, geographic variations, and more. But the more data you have the more unwieldy it can be.

Think of it this way: Data enables you to really “see” your customer and the opportunities to expand your relationship with them. But more data can blur that vision if you aren’t able to focus on what’s most relevant to them (and you) in the moment.

Sales summaries give you some insights, but data at the transaction level tells you what someone has in her basket. By dimensionalizing your data using sophisticated labeling you **reveal opportunities**: What SKUs sell on Tuesdays more than Sunday? At 8 a.m. vs. 8 p.m.? What influences one region over another or a larger store over a smaller footprint?

Your A/B testing discipline should make it easy to parse your data within transaction, product, and store attributes. This is how you get **robust insights** so you can predict with confidence.

# 23.1%

### COMPOUND ANNUAL GROWTH RATE

for big data analytics in retail from 2021 to 2028<sup>3</sup>

*“The more data you have the more unwieldy it can be.”*

– JOHNNY STODDARD

## *What it means to be reliably repeatable*

That concept of confidence is critical. Your data and anything you've integrated from other sources need to come together to create a source of truth.

- How certain are you in your statistical models?
- How vulnerable is the data to bias or manipulation, depending on a stakeholder's point of view?
- What checks are in place to validate the results?

Your decision makers are staking their reputations on the testing; they need to be able to trust the numbers.



Your A/B testing discipline should **make it easy** to parse your data within transaction, product, and store attributes.

*The objective of A/B testing  
is to fail fast and learn.*

But if the data is compromised, you won't learn.  
You'll just fail without knowing why you failed.

## *Adopt a testing culture by implementing a user-friendly way to test*

At MarketDial, we collect and standardize your data in a highly disciplined manner that provides the foundation for accurate analysis. That way, regardless of what is being tested, the outcomes can be reliably repeated regardless of who is doing the experimentation.

“Who is doing the experimentation” is an important point: It doesn’t take a data scientist to conduct a MarketDial experiment. That’s why it’s essential that the data be trustworthy, test after test. But it’s also worth noting that our service model goes beyond software and a dashboard. Our data scientists are an extension of your team—ready with support whenever you need it, not metered in monthly hours.

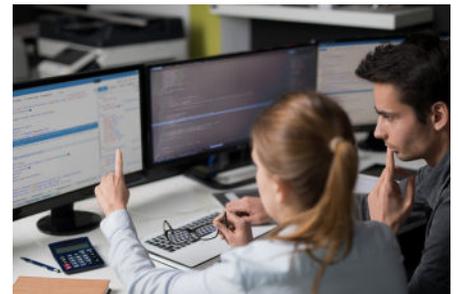
## *Broader data sets drive more insights*

From marketing and pricing to store operations and category management, many brick-and-mortar retail departments have different ways of measuring success:

- Promotional sales
- In-store traffic
- Margin
- Customer satisfaction
- Labor hours
- Inventory turn

*“It doesn’t take a data scientist to conduct a MarketDial experiment.”*

– JOHNNY STODDARD



At MarketDial, we **collect** and **standardize** your data in a highly disciplined manner that provides the **foundation** for accurate analysis.



Your A/B testing strategy should allow anyone to ask and answer their business-critical questions with an objective approach that expects success or failure.

When you have data you can trust, you can expand your ROI by enabling any team to test rapidly, regularly, and precisely. The MarketDial testing platform provides the guardrails to amplify the value of your data across your organization.

## *Command curiosity with reliably robust, intentionally easy A/B experimentation*

If you've ever questioned the need for all the data you've been gathering, MarketDial gives you the answers you seek. And it doesn't take a data scientist to decipher them.



### **MATURING YOUR ANALYTICS MODEL: AN EXPERT'S PERSPECTIVE**

IDC Retail Insights echoes the [need for the democratization of data](#): Improving analytics isn't just about adding analytics teams and people, but [it's about improving access to data for everyone in the organization](#).

The democratization of data within the organization means [leveraging tools to provide accurate and efficient access to data](#) for both technical and nontechnical analysts while building teams with analytically oriented business leaders who can [ask the right questions](#).<sup>4</sup>



## Why MarketDial

More than **100** leading companies and global brands rely on MarketDial to help them create a culture of experimentation with **intentionally easy A/B testing**. MarketDial's simple interface makes asking "*what if?*" the cost-effective protocol for intelligent action. Learn how [\*now\*](#).



### Johnny Stoddard

*CHIEF DATA SCIENTIST AND COFOUNDER, MARKETDIAL*

Johnny is a data scientist at his core, with a background as a management consultant with McKinsey & Company. As a management consultant, he helped executives from retail partners address pressing challenges including: marketing, strategy, commercial transformation, operations, organization, big data, and advanced analytics. Johnny has degrees from Brigham Young University in Economics, Business Strategy, and Visual Arts. When Johnny is not working with data, he can often be found spending time with his children or in the mountains prepping for an upcoming endurance race, mountain climbing, or skiing.



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1. <https://independentretailer.com/how-data-analytics-is-impacting-retail-in-2021/>
2. <https://towardsdatascience.com/is-data-science-still-a-rising-career-in-2021-722281f7074c>
3. <https://www.bloomtech.com/article/data-science-job-growth-in-2021-and-beyond>
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