Deploy and host a cross-domain platform to easily integrate multi-lingual customer and market related data with weather and event data.

Open up the door to a new generation of business intelligence services and market analyses by:
- demonstrating the impact of such integration with several different business cases
- deploying new marketable services for a variety of stakeholders in the e-commerce, retail and marketing domains

Examples of our business questions:

1. What is the impact of weather on product search?
   What if we could manage categories based on weather forecast and dependencies among weather events and user interest learnt for specific product categories?
   (Case Study by: Ceneje)

2. What is the impact of events on digital marketing campaigns?
   What if we could know events that have potential impact on campaigns in advance, based on analysis of impact of events on past campaigns?
   In 2015 the performance of campaigns for Italy (managed from Spain) dropped because of the delay in dealing with event-related hot keywords linked to the Milan "Expo"?
   (Case Study by: JOT)

Supporting Event and Weather-based Data Analytics and Marketing along the Shopper Journey

Matteo Palmonari, Dumitru Roman, Marko Grobelnik, Angelo Marguglio, Flavio De Paoli, Nikolay Nikolov, Aljaž Košmerlj and Chiara Gallina

University of Milano-Bicocca, Italy, SINTEF, Norway, Jožef Stefan Institute, Slovenia, ENGINEERING, Italy, GfK, Italy

Objective

Outcomes

Consortium & Value

Semantics in EW-Shopp

- DataGraft++ and ABSTAT to clean, transform, link, enrich, RDF-ize and understand business data:
  - semantics in background (linking and enrichment)
  - user-friendly semantic table annotation tool
- EventRegistry to provide world-wide semantically annotated events, extracted from media sources
- Knowledge graphs and shared systems of identifiers to support data linking and harmonization
- Predictive, descriptive and visual analytics to support business services