

The future of data-driven retail with Raff Paquin

Director of Data Science and Omni-channel at Lightspeed POS

Module 1 of 4 - From planning to execution: managing with data

Evening workshop (5:30pm - 9pm)
November 19th @ La Gare

The future of data-driven retail

Summary

In **Module 1**, participants will learn to plan and track the performances of a transactional website using a data-driven approach through Google Analytics and its ecommerce module. We will cover various performance indicators and explain how to develop aggressive yet realistic growth objectives.

This workshop is the first in a series of four sessions focusing on retail, ecommerce and user experience (more information on the other modules below)

About Raff Paquin

With more than 10 years of experience in ecommerce, retail, logistics and marketing by content, Raff Paquin is always on the lookout for new ways to use technology to create value for consumers.

As a founding member at Frank & Oak, he was their Head of Technology before becoming Lightspeed POS's Director of Data Science and Omnichannel, where he helps 25,000 merchants in 100 countries build great shopping experience. Active in the Canadian entrepreneurial scene, Raff is also a Partner at Interaction Ventures, a venture investment fund specializing in ecommerce, and seats of the board of several private companies as a technical advisor.

Agenda - November 19th (5:30pm - 9pm)

5:30 - 6:00

Introduction

6 - 6:45

Data-driven business model

- Tools to create your model
- Tools to track your model
- Big mistakes to avoid when creating your model

6:45 - 6:55

Break

6:55 - 7:40

Economics of commerce

- The golden equation
- How to control your costs
- How to control your revenues
- How to maximize your profits

7:40 - 7:50

Break

7:50 - 8:35

Understanding the key performance indicators

- Acquisition costs
- Activation costs
- Cost of goods
- Conversion rate
- Activation rate
- Margins
- Churn rate
- Paid/Unpaid ratio

8:35 - 8:50

Google Analytics and the ecommerce module

- Google Analytics Basics
- Tracking revenues with the ecommerce module
- Custom reports
- Advance features

8:50 - 9:00

Examples

About the other modules*

Module 2: Web-marketing: maximizing the conversation rate

This module is designed to teach participants how to properly manage and increase their web traffic. The main aspects of conversion improvement will be discussed, including paid acquisition, re-marketing, social media and email campaigns. Content optimization will be also be covered, namely through price optimization, targeted promotions and SEO. In conclusion, we will go over the basics of mobile commerce, which has a growing impact on online stores conversion rate.

Module 3: The technology and the user: how to create a unique experience

How can we measure the quality of the user experience? This module focuses on best practices in terms of user experience and interfaces. We will apply different methodologies to test and measure improvements on these elements (for example, A/B testing), and analyze the impact that different technologies can have on online stores.

Module 4: Trends from here and elsewhere: looking to the future

E-commerce constantly evolves. By doing this module, participants will acquire the necessary tools to watch and understand the impacts of global trends. During our discussions, we will go over new ecommerce business models.

*** Modules 2, 3 and 4 will be delivered in 2016, but the entire package is available for purchase now. For more information, go to dynamiclabs.io or write to andre@godynamo.com**