ITS Institut Teknologi Sepuluh Nopember

IE Department of Industrial and Systems Engineering

LSCAMP 2020
A Logistics and Supply Chain Fun Learning Camp
Retail Analytics: Revealing the Hidden Shopping Behaviour
ONLINE BOOTCAMP

LSCM
Logistics and Supply Chain Management Laboratory

# Retail Analytics:
## Revealing the Hidden Shopping Behaviour
### 17th and 18th July 2020

Live on zoom

## Day 1

**OPENING**

Introduction to Retail Analytics
**Dr. Niniet Indah Arvitrida**
Head of Logistics and Supply Chain Management Laboratory, ITS

**TOPIC 1**

The Power of Data in Retail Supply Chain
**Prof. I Nyoman Pujawan, Ph.D**
LSCM Laboratory, ITS
President of Indonesian Supply Chain and Logistics Institute (ISLI)

**TOPIC 2**

The Role of Retail Analytics in Integrating Supply Chain
**Ir. Budhi S. Wibowo, PDEng**
Mechanical and Industrial Engineering Department, UGM

**TOPIC 3**

Retail Analytics: Understanding Customer Behaviour of Online Business
**Hatta Bagus Himawan**
Lead Product Manager Tokopedia Official Store

## Day 2

**TOPIC 4**

Leveraging AI and IoT as New Normal Adaptation in Retail Business
**Riza Alaudin Syah**
CTO & co-founder eateroo.co

**WORKSHOP**

Using Analytic Tools to Measure Product Sentiment Analysis on Social Media
**Dr. Nur Aini Rakhmawati**
Information Systems Department, ITS

**TOPIC 5**

AI and Digital Marketing Bussiness
**Italo Gani**
Managing Director, IMPACTTO

**MODERATOR**

**Niken A. Savitri, S.T., M.T.**
Logistics and Supply Chain Management Laboratory, ITS

**Dody Hartanto, S.T., M.T**
Logistics and Supply Chain Management Laboratory, ITS

## Social Media

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# Register Yourself!
## bit.ly/LSCAMP2020

**For Further Information:**
0859-3028-6946
LSCAMP 2020

• Swipe for more details

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IE — Department of Industrial and Systems Engineering

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# Outline:

## Retail Supply Chain Stream

**1** The Power of Big Data — Prof. I Nyoman Pujawan, M.Eng, Ph.D

**2** The Role of Retail Analytics — Ir. Budhi Sholeh Wibowo, PDEng

**3** Implementation of Retail Analytics in e-Marketplace — Hatta Bagus Himawan

**Opening** — Introduction to Retail Analytics — Dr. Niniet Indah Arvitrida

## WorkShop

**4** Analytics Tool on Social Media — Dr. Nur Aini Rakhmawati

**4** AI and IoT for Retail Business — Riza Alaudin Syah

**5** AI for Digital Marketing — Italo Gani

**Congratulations!**
THE RETAIL DETECTIVE

## Data Analytics, AI, and IoT Stream

## Investment:

IDR 235.000
Include: e-Certificate Module, T-shirt

Special Price for Students
IDR 135.000

**Discount for Group Participants**

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## Our Previous Events

**LSCAMP 2017**
Topic: Infusing SCM Concept in Agribusiness

**LSCAMP 2018**
Topic: Optimizing Supply Chains with Big Data Analytics

**LSCAMP 2019**
Topic: Operational Excellence in Cold Chain Mangement

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## Sponsorship & Collaboration
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