

Abstract:

In his talk, Arne will outline some areas of analytics that are beneficial to both retailers and airlines. In particular, a case study based on a collaboration with a major UK e-grocer is presented.

The online grocery market in the UK is growing steadily, but customer expectations regarding convenience do so as well. Attended home deliveries are costly and very challenging when offering narrow delivery time slots. Revenue management techniques as used by airlines can help to determine dynamic incentives for customers booking their delivery time slot so as to steer them towards choosing slots that are expected to be relatively cheap to serve.