

Data Management

Issues, Challenges and Opportunities

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16. DATA MANAGEMENT CHALLENGES IN RETAIL INDUSTRY

Fauzan Alfariti and Mira Kartiwi

ABSTRACT

Businesses in each sector have different data management depending on their organization structure or sometime, it depending on their business goals, target audience, and marketing. Data management needs to be changed frequently and complex.

16.1 INTRODUCTION

In today's technology is changing rapidly and constantly. Business is quite competitive and more intense. It is something we could not avoid it that the organization will survive, it must be using a modern and timely information. To support business decisions quickly, survive and stay in business over competitors. Many Businesses usually faced with following general challenges in data management such as the data is spread through the organization. It was collected in various formats by using multiple methods and use different tools of data collection or data security, quality and integrity are a critical. Another challenges regard selecting the tools used to manage information is a big problem while it so many software available in the market.

16.2 CHALLENGES

Gathering accurate customer and product information is harder than ever for today's retailers, and managing that data brings about unique challenges (Shah, 2007). Data quality in the retail industry is a formidable challenge due to the complexity and sheer volume of information across various