



PI SIGMA EPSILON
Miami University



Project Type: Data Mining/Data Analytics

Industry: Retail - Eyewear

Client: Luxottica (Sears Optical)

Business Challenge

PSE Miami was charged with conducting a comprehensive analysis of eye exam data in order to produce a predictive model for exam and sales projections. This data included trends and correlations between exams and sales. Luxottica wanted the model to serve as vehicle for changing times for available appointments.

Our Work

Using 30,000 rows of Microsoft Excel data provided by the client, the team from PSE Miami began cleaning Luxottica's historical appointment data. Next, using SAS (statistical analysis system), they analyzed which variables would be more or less predictive of eye exams, including day of the week, weather forecast, and historical appointment data. Finally, the team also conducted phone interviews with managers to supplement their findings in Excel and SAS.

Our Impact

PSE Miami's work allowed Luxottica to understand their customer's subliminal appointment preferences and staff workers accordingly. The team provided their predictive model, cleaned Excel sheets, and a written analysis to representatives from Luxottica. The statistical model PSE Miami created is currently being used by Luxottica in North America.