



# Differential Equations and Applied Math Seminar

Brooke Athey, Texas State University

11am-12pm October 18th, 2019

336 Derrick Hall

**Title:** My H-E-B Internship

**Abstract:** A look into my data analytics internship with H-E-B this past summer which focused on achieving localized assortment. We will learn the goals and benefits of localized assortment. We will also look at methodologies to evaluate and calculate recommended store-specific shelf configuration and product shelf placement. This is based on proposed merchandising rules to eventually automate the planogram creation process.

Interested faculty and graduate students are encouraged to attend.