

SPENCER'S®

SPIRIT®

AGENDA

- Company Background
- The Spirit Difference
- The CODE Program
- The Pillars of our Success

SPENCER'S®

SPIRIT®

SPENCER'S®

- Originally a Mail-Order Company founded 1947
- First Retail Store in 1963 in Cherry Hill NJ
- “Typical” Retail
- All stores are company owned
- Year-Round Physical Stores
 - United States and Canada
 - Includes Hawaii
 - Over 650 Locations
- Ecommerce site www.spencersonline.com

SPIRIT®

- Founded 1983 in California
- Bought by Spencer’s in 1999
- NOT “Typical” Retail
- Stores are company owned and consignment
- NO Year-Round Physical Stores
 - United States and Canada
 - Includes Hawaii and Alaska
 - Over 1500 Locations
 - Open August through early November
- Ecommerce site www.spirithalloween.com

THE SPIRIT DIFFERENCE

- Not year-round locations
 - Pack up at the end of the season
 - Could be same location, close by location or a completely different location next year
- No Sales History to Allocate/Replenish Merchandise to
- Highly dependent on trends and innovative products
- All stores open in a relatively short window
- No permanent store fixtures
- No time for broadband, utilize cell
- Temporary workforce – hiring all team members are short term
- No time for additional shipments last two weeks of the season, 50% of the sales are done in that timeframe.
- Reuse store numbers year to year



How can data and analytic help in maximizing the Spirit Season while streamlining Operations with Spencer's and making the entire process fast enough that we can do other holidays in a year?



CENTER OF DECISION EXCELLENCE

SPENCER'S | **SPIRIT**

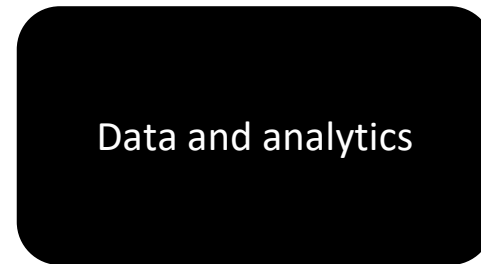
DATA AND ANALYTICS VISION

Accelerate trusted self-service business analysis and decisions supported by an enterprise (i.e. cross functional), set of standard data, tools and processes

DATA STRATEGY DRIVERS



What systems/data do we have or work with (internal/external) and who owns them?



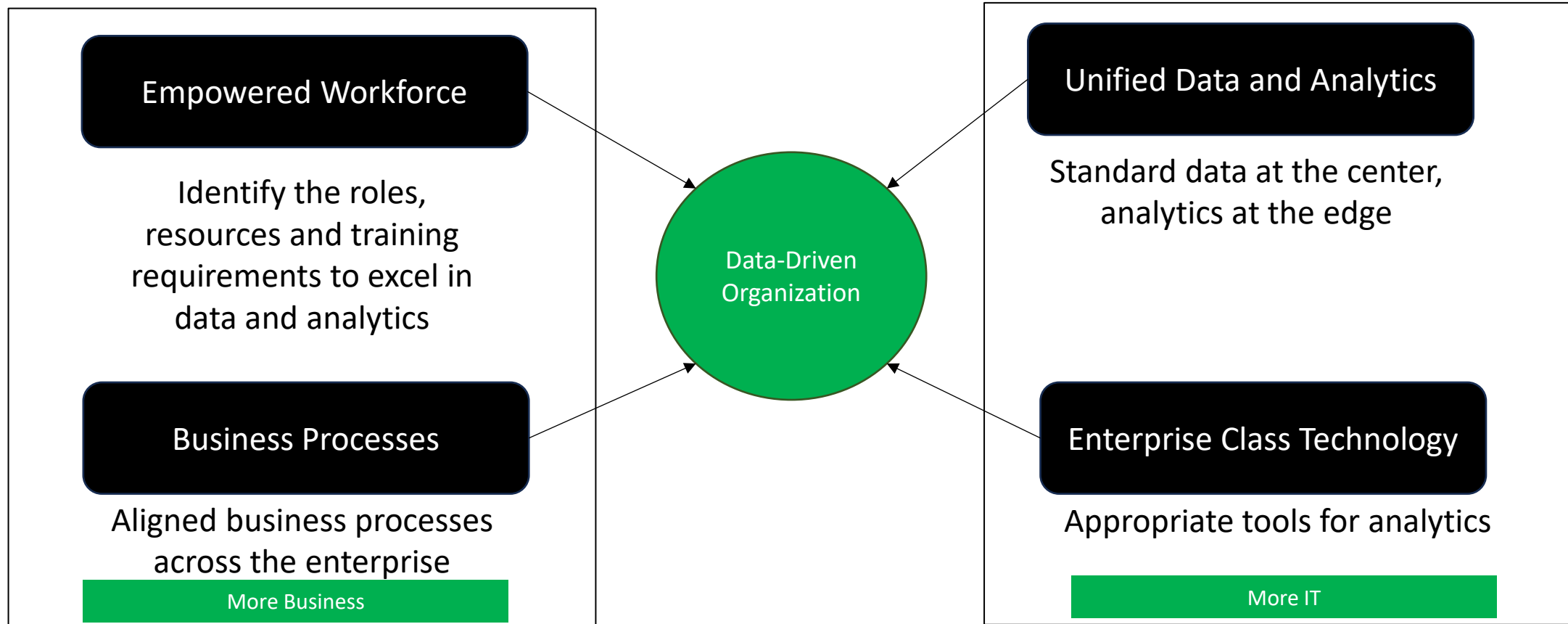
What is the strategy to guide data acquisition, storage, management, sharing and analytical use to achieve the business goals?



What are the key business strategies and priorities that data needs to support? What are the Enterprise KPIs?

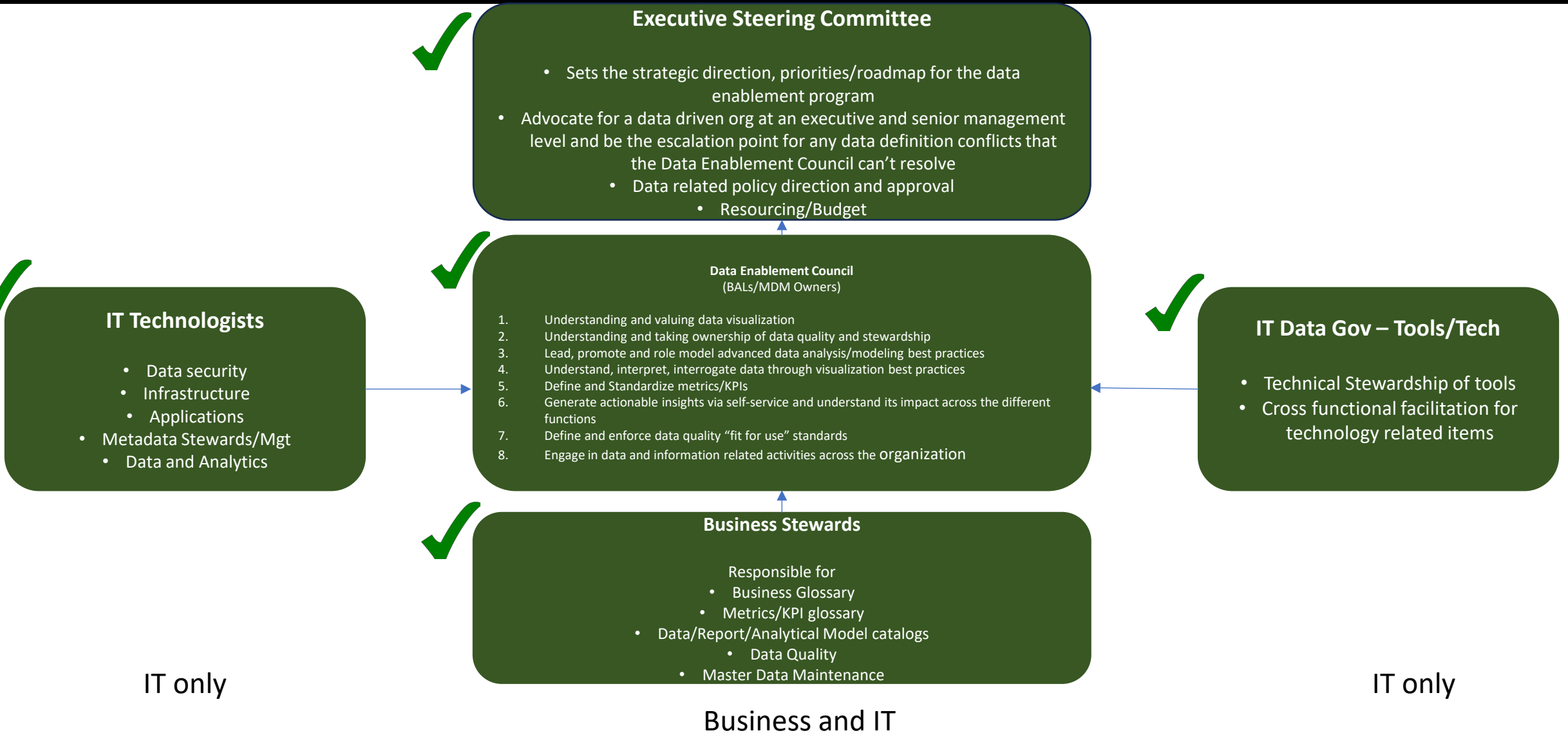
CODE TRANSFORMATION PILLARS

Our objective is to transform the entire company into a data-driven organization that, culturally, treats data as a strategic asset and prioritizes the use of data to inform the cross functional decision-making process, supported by a data capable organization and a set of standard process, data and tools.



**TECHNOLOGY IS EASY. IT'S HUMAN CHANGE MANAGEMENT THAT IS
DIFFICULT.**

DATA ENABLEMENT - ORGANIZATION FRAMEWORK



ORGANIZATION ANALYTICS PYRAMID



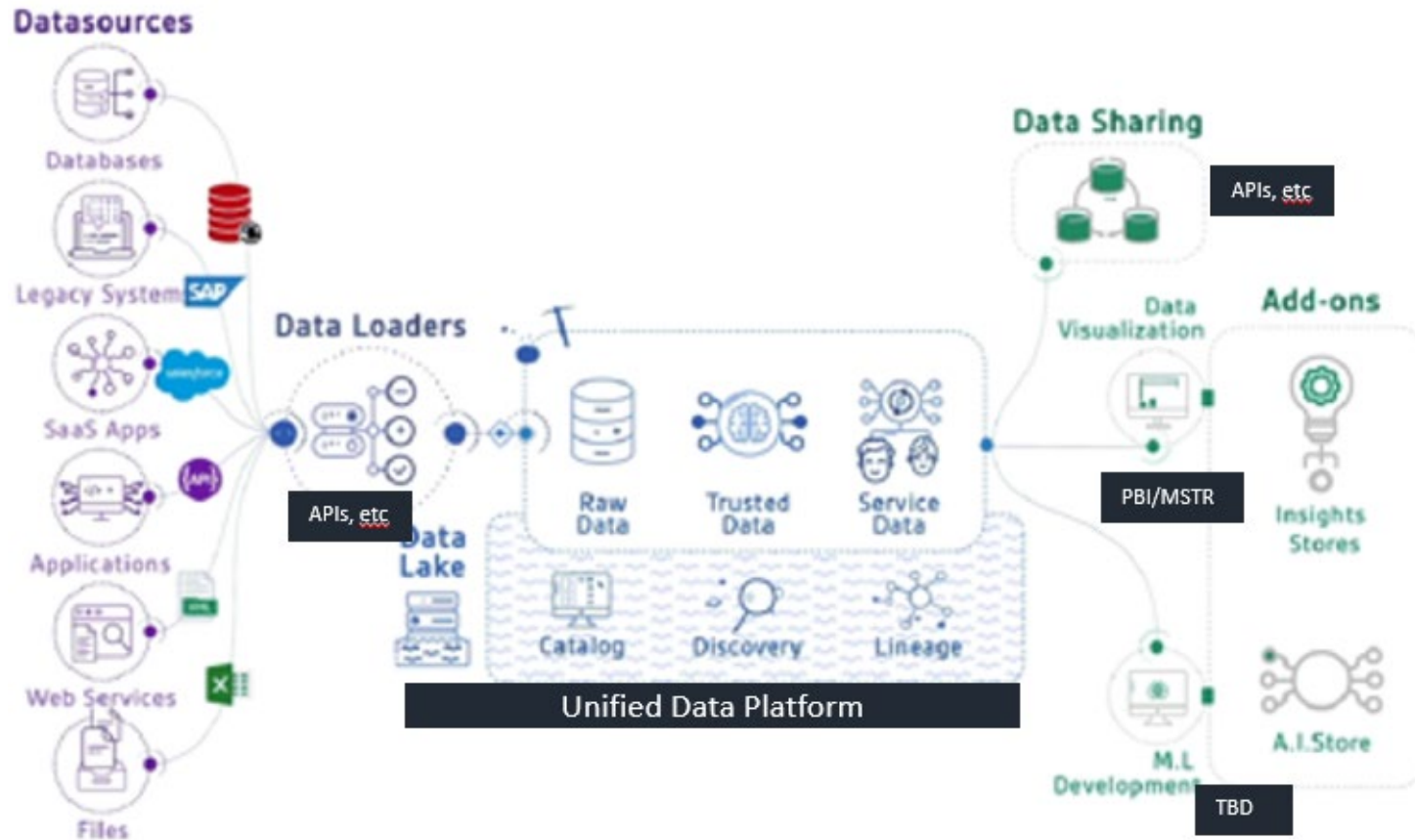
Each layer has a unique set of training and enablement programs to elevate the company's ability to consume, analyze and interrogate data across departments

**THERE IS NO “JUST BUSINESS” NOR “JUST IT” – THERE IS JUST
SPENCER’S AND SPIRIT**

CONNECTING THE DATA WITH THE BUSINESS PROCESS

5	4	3	6	7	2	1
Application Sources	Data	Business Process	Analytical Data Models	Information Consumption	KPI/ Metrics	Business Strategies/ Objectives
What application houses the data?	What is the data required to support the analysis/ decisions and KPI/metrics?	What business process does the solution support?	How is the data transformed into business consumable information?	What is the best way to consume the information? (dashboards/ reports/etc.)	How would the business know the approach is working?	What is the business trying to achieve/ solve for?
Data Governance/Enablement						
How can we trust the data and the analysis results						

TECHNOLOGY CAPABILITIES OVERVIEW



Any data from any source

Any analytics objective

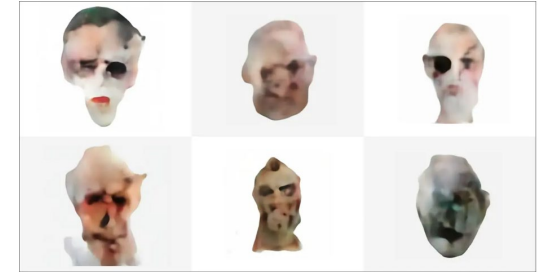
Trusted and available to appropriate consumers

HALLOWEEN IS SCARIER IN AN AI WORLD..WHAT'S OUT THERE NOW

Researchers Trained an AI to Invent Halloween Costume Ideas

The machine used computer data on 4,500 Halloween costume names crowdsourced from the internet. - *futurism*

AI DREAMED UP THESE NIGHTMARE FUEL HALLOWEEN MASKS



Apps to help with Halloween décor

Not interested in haunted houses? [Housecraft](#) can help you get into the Halloween spirit with Augmented Reality house decorations that won't leap out and scare you! This AR app, which can help you decorate the interior of your home by placing fully rendered 3D models of furniture, has a Halloween feature that allows you to decorate for the season.



By afaqs! partner content | Published: 30 Oct 2023, 8:13 IST

MARKETING INITIATIVE

Chupa Chups unleashes Augmented Reality and AI Magic for Halloween

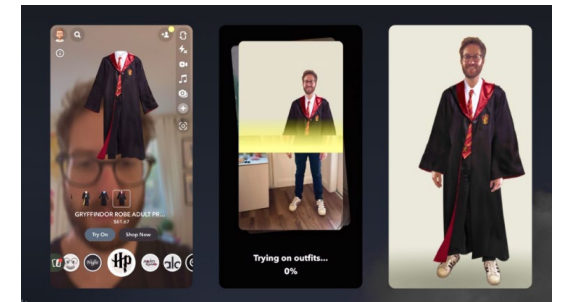
The Chupa Chups Halloween Hacks 2.0 platform acts as an ethereal portal, beckoning users to step into an immersive Halloween universe, where the spatial sorcery of AR conjures a spooky landscape right within one's domicile. Moreover, this bewitching platform empowers users to experiment with their avatars, donning the latest Gen Z hairstyles and fashion trends, ensuring they emerge as the life of the virtual Halloween soirée.

Midjourney vs. DALL-E 3 in ChatGPT: Which AI does Halloween better?

From friendly witches to haunted houses, discover which AI tool creates the most chilling Halloween images. Turns out, AI can be scary -- and fun.

Try On Halloween Costumes In AR Using Snapchat

This year the social media app has partnered with costume design and manufacturing company Disguise Inc. to launch an augmented reality (AR) shopping experience that allows you to try on and purchase virtual Halloween costumes based on hit franchises such as *Harry Potter*, *Minecraft*, *Cobra Kai*, *The Office*, *Ghostbusters*, *Chucky*, *Power Rangers*, and *Transformers* just to name a few.



Q&A



6.2 Ft Art the Clown An



6.5 Ft Creepy Rising Doll
Animatronic

HAPPY HALLOWEEN!



6 Ft Victor Animatronic -
Corpse Bride



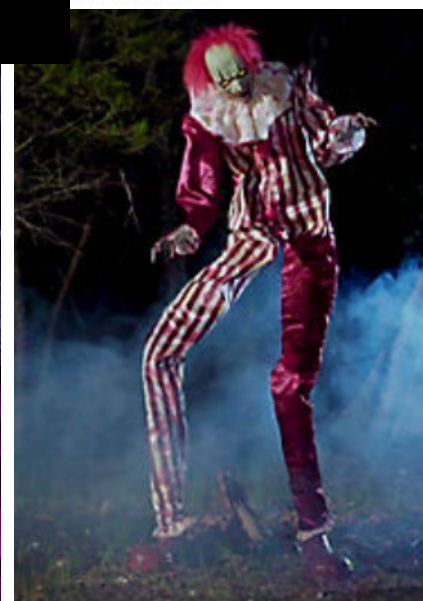
6 Ft Wanda Webworth
Animatronic



5.8 Ft. Beetlejuice
Animatronic



7 Ft Clowning Around
Animatronic - Decorations



6.5 Ft Towering Creepy
Clown Animatronic

SPENCER'S

LIFE'S A PARTY.
WE'RE MAKIN' IT FUN!

SPIRIT

SO MUCH FUN IT'S SCARY!