DATA SCIENTIST REVEALS BEST DAY FOR CHRISTMAS SHOPPING

Submitted by: Forge Communications

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MONDAY 8TH DECEMBER SCIENTIFICALLY REVEALED TO BE THE BEST DAY FOR CHRISTMAS SHOPPING

Data scientists create formula to find the best day to go Christmas shopping

LONDON – 1 December 2014: Black Friday may have been the best day to get bargains, but Monday 8th December, coined Magic Monday, has been shown to be the most stress free day to do your Christmas shopping.

Smart data scientists, Black Swan Data, built the formula based on a range of different data led predictions such as proximity to payday, annual & weekly shopping habits and school holidays.

After looking at a variety of data points, Black Swan Data found that Monday 8th December will be the best day to do Christmas shopping – simply because it will be the quietest.

Dick Fear, Senior Data Scientist at Black Swan Data, who built the formula, says: "Christmas shopping is hardly a restful experience so we were intrigued to see what the quietest day would be. We based it on a number of factors; existing shopping habits and Christmas shopping habits over the past several years, dates of school holidays, and when the average person gets paid. Of course there's a fair bit of other "geekery" that goes into this equation - but that's our secret."

The Magic Monday Equation: See image

The Science Bit:

The Terms: See image

Where:
t1 = Day of the month (a number between 0 - 30)
t2 = Day of week (a number from 0 - 6 where 0 is Monday)
t3 = Time to Christmas (a number greater than 1)
- Enter the numbers for Pe,Pl,t1,t2 and t3 and you're ready to go!

The weather will also come into play - if it's raining on Monday 8th December then the streets will be even quieter.

Black Swan works with organisations using data to help drive commercial and marketing objectives. This formula was built in their spare time, just because they wanted to know what would be the best day to give the workforce a half-day off for Christmas shopping. Clearly the more people who follow this advice the less quiet it will be, but it's still going to be the best day to get out there and get it all done.

-ends-

For more information or to speak to Black Swan about the formula contact:

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NOTES TO EDITORS

The name 'Black Swan' is derived from an ancient assumption that all swans were white, until a European explorer travelling to Australia in 1697 saw some black swans and had what is known as a 'black swan moment'. Black Swan looks for these events in client data to unlock opportunities for growth.

Black Swan Data Ltd was founded in 2012 and has grown rapidly to become one of the foremost UK data science and innovation agencies and offers a broad base of blue chip clients a range of products and managed services, including social listening, data science analytics, predictive analytics, product innovation and heavy lift technology solutions.

Black Swan helps companies quantify consumer perceptions and track customer behaviours. The business specialises in working out how to accurately predict 'impossible to predict' demand for products, changing the game for supply-chain management and to create new insight, informing best in class innovation briefs.

Mr Steve King|CEO Black Swan Data

Steve has held senior management posts at a number of technology businesses in the UK over the last 16 years, including Movietrak, Yoomedia and most recently Digital Jigsaw, one of London's top 25 digital agencies.

Steve moved to London back in 1998 in the middle of the first dotcom boom as a developer having read Cognitive Sciences at Exeter University.

For further information please visit www.blackswan.com