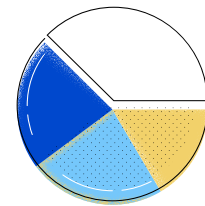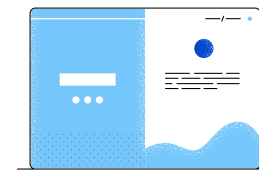# USE CASES OF BIG DATA ANALYTICS IN FASHION INDUSTRY

Analyzing trends

Identify target market

Improve cross selling

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