# Fundamental of management information system

Business, Management

This can be done by using special software or program which will allow recording by the scanner what products buyers actually buy (scanner data) in the Macy's stores, click-through sequences, or automated customer counts (Chapter 2: Information Systems and Knowledge Management, n. d.). Based on point-of-sale data recordings there can be retrieved data which will enable Macy's to answer the question:

What types of trends exist in customer purchases, and whether there are any regional differences? (Chapter 2: Information Systems and Knowledge Management, n. d.).

By organizing all these data into the database and comparing information among all 800 locations management will know whether there is a need for adjusting its items to local tastes or maybe there is no need at all. In addition to internal behavioral tracking made out of actual sales, Macy's could carry out proprietary marketing research (Chapter 2: Information Systems and Knowledge Management, n. d.). Such a research can be performed online by using different programs (for instance Salespod), which allows to deal without paperwork and avoid outdated information (Eliminating Paperwork from Retail Marketing and Merchandising).