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The couple who helped transform the way we shop

By Will Smale, Business reporter, BBC News

Edwina Dunn and her husband Clive Humby are the owners of a small business

Back in 1994 they had been invited to give a presentation to Tesco's directors.

What they said that day enabled the supermarket group to double its market share in little more than a year, transformed the way many of us shop, and ultimately made the couple multimillionaires.

(...) Ms Dunn and Mr Humby's secret?

They had shown the Tesco board that (...) they had the software and skills to do something the supermarket group hadn't been able to do for itself - work out almost exactly what Tesco's customers were buying. (...)

Tesco quickly gave the couple a long-term contract and (...) launched the Tesco Clubcard, the world's first supermarket loyalty card.

(...) Called Dunnhumby, Ms Dunn and Mr Humby's firm was one of the first companies in the UK dedicated to analysing data to best work out the spending patterns of consumers. (...)

The launch of the Clubcard was an immediate hit with Tesco's customers, with millions of people signing up, tempted by the promise of money-off coupons, and special offers (...)

In just over a year it enabled Tesco to overtake Sainsbury's and become the UK's largest retailer. (...)

Then a year ago, they joined a start-up business called Starcount, which aims to study which celebrities people follow on social media, and then sell on the useful information. "Brands need to know what [and who] people really love."

(...)

264 words