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This Behavioral Insights Toolkit was created as a practical resource for use by IRS employees and researchers seeking to incorporate Behavioral Insights into their work. The paper examines the opportunities in and possibilities arising from big data in retailing, particularly along five major data dimensions—data pertaining to customers, products, time, (geo-spatial) location and channel. Experience the Best Toxicology Research. Join Us in Baltimore in 2017. Register today to attend the Society of Toxicology 56th Annual Meeting and ToxExpo. Behavioral finance has increasingly become part of mainstream finance—helping to provide explanations for our economic decisions by combining behavioral and cognitive psychological theory with conventional economics and finance.